

COLOR-HARMONIZE

your home with Wallpaper



MONTGOMERY WARD 1941



New wallpaper ensembles

MAKE ROOMS "BELONG TOGETHER"



To make it easy for you to coordinate colors in your home, we have created papers in ensembles of three that harmonize in color and design. The rooms above feature a popular combination of Hydrangea Blue and Dusty Rose. The Rose paper takes its Blue accents from the background shade of the dining room and living room papers. Repeated in the Blue papers is the delicate Rose of the hall paper. The three patterns complement each other perfectly. Why not achieve the same charming effect in your rooms? Choose ensembles—paper your entire home at one time. The soft harmonious colors will make adjoining rooms "belong together." The three papers pictured above are listed on Pages 31, 44 and 53; each is shown in another color.



When choosing a color scheme for two bedrooms—include the adjoining hall. Here are two lovely bedroom papers. One is warm Rose-Rust with Cream morning glories on Green vines. It goes perfectly with the Chintz paper that has touches of the same colors. The more formal paper for the hall carries a pin-stripe of Rose-Rust to complete the color scheme. These papers are listed on Pages 18, 44, 50—each is shown in another color.



In this smart Gray and Yellow ensemble is an elaborate floral pattern, Victorian in feeling, that gives a large living room dignity and charm. Use the sunny Yellow paper to lighten a dark hall—the diagonal pattern will make it seem smaller. For the dining room, a modern floral motif on Gray repeats in its accent notes the yellow of the hall paper. These papers are listed on Pages 10, 13 and 14—each is shown in another color.



Featured here is the ever-popular combination of Pink and Blue—a dainty floral paper in deep Blue with accents of Pink for your room. For the nursery adjoining, use the gay Mother Goose paper in delicate Pink with a dash of Blue. To complete this attractive group, there is a pale Blue paper decorated with amusing Pink seashells for the bathroom. These papers are listed on Pages 14, 52 and 54—each is shown in another color.

*This Book will be current for the entire year of 1941.
Save it for future reference, or lend it to your friends.*



Created in

12 BASIC COLORS TO HARMONIZE WITH WARDS HOME FURNISHING

Ensembling colors in your home will be an easy task, now. Wards wallpapers have been created in 12 basic colors (named and illustrated on this page). The same basic colors appear in Wards General Catalog—in all home furnishings from draperies to paint. Here we've ensembled a rug, drapery and slipcover materials, vases, trim, even a picture—all with tones of Hydrangea Blue to harmonize with the Hydrangea Blue wallpaper. When you ensemble colors—choose wallpapers first—then buy furnishings to match. Your home will be a group of lovely rooms—joined together by harmonious colors.

(A) HYDRANGEA BLUE
(B) DUSTY ROSE
(C) LARKSPUR BLUE
(D) MAUVE

(E) RESEDA GREEN
(F) PEACH
(G) BEIGE
(H) SPRUCE GREEN

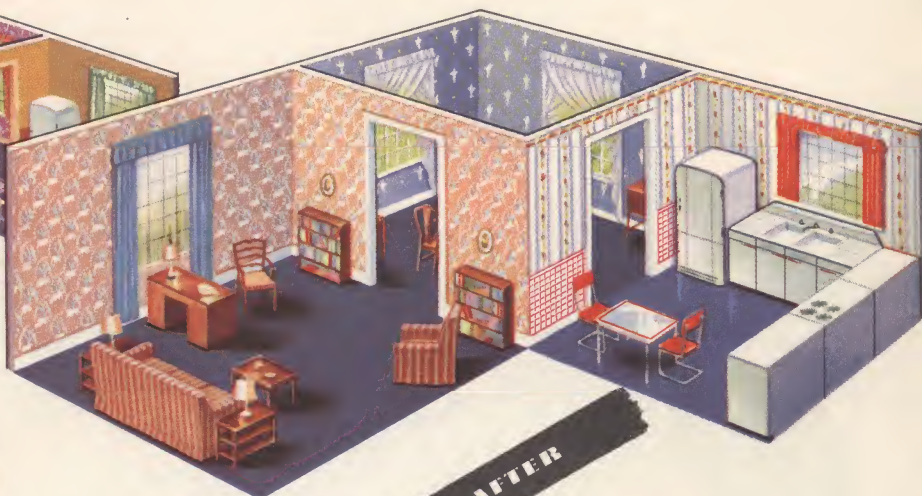
(J) CORAL
(K) FRENCH BLUE
(L) GOLD
(M) TURQUOISE

Color-Harmonize your home

FOR AS LITTLE AS \$5 DOWN



BEFORE



AFTER

"See What a \$5 Down Payment Did for My Home!"



Living Room Paper \$2.66
 2 pr. Drapes 5.75
 Slip Cover Material 8.64
 Rug 23.25
 Dining Room Paper 7.28
 2 pr. Curtains 2.60
 Kitchen Paper 1.90
 Linoleum 5.70
 Curtains .88
 2 qts. Paint 1.34
\$55.00

DOES YOUR HOME need new wallpaper, rugs, draperies, to make it look fresh? Maybe you'll say "Yes, it needs lots of new things—but I can't afford to get them all at once." Wards Time Payment Plan will solve your problem. One woman made her downstairs look like new—harmonized it in color from the living room to the kitchen. She did this on a budget of \$5 a Month. The bill at the left shows what went into this home. Why not plan a Time Payment Budget for your home? Choose a wallpaper ensemble—then Home Furnishings to harmonize from Wards General Catalog.

Many people now realize they can refurnish their homes the same convenient way they buy a home or a car—on credit. What better investment than making your home a more pleasant place to live in? A few dollars a month buys new furnishings you might never have if you "saved up" for them. Bankers and businessmen approve this sensible means of credit for families with a regular income. You may use Wards Time Payment Plan on any order of \$10 or more. If you have an open Account—use our new Add-On Plan—for additional purchases of \$5 or more. To buy on Time, write your order on Order Blank, fill in, sign application form on back, and enclose Down Payment.

TABLE OF TERMS

If Cash Price Amounts to	Down Payment is	Monthly Payment is
\$10.00 - 15.00	\$2.00	\$2.00
15.01 - 17.50	2.50	
17.51 - 20.00	2.50	
20.01 - 23.00	3.00	3.00
23.01 - 28.00	3.00	
28.01 - 30.00	3.00	
30.01 - 40.00	4.00	4.00
40.01 - 55.00	5.00	

Carrying charge is 10% of the unpaid balance

EXAMPLE: If Cash Price of order is \$22.50, the Down Payment is \$3 and Monthly Payments are \$3. The carrying charge is 10% of the Unpaid Balance remaining after the Down Payment (10% of \$19.50 or \$1.95) making a Total Balance Due of \$21.45, payable in seven monthly payments of \$3 each and 45c the eighth month. (Minimum carrying charge, \$1.00.)

NOTICE: It will be our policy to maintain the prices shown in this catalog until a new catalog is issued. However, we reserve the right to adjust prices and to refuse orders for excessive quantities, should there be unusual or extraordinary changes in the market, or should the Federal Government or any State or Local Government, by taxation or otherwise, increase the cost or selling price of any article listed.

Alike — **EXCEPT FOR PRICE!**

THIS IS 33' A ROLL ELSEWHERE

THIS IS ONLY 17' A ROLL AT WARDS

because it is

and is also

★ FADEPROOF

★ WASHABLE

★ EMBOSSED

★ 14-OZ. PAPER STOCK

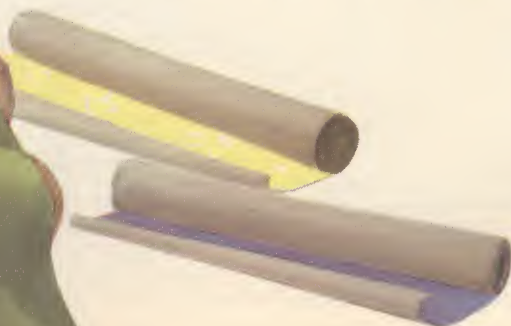
★ FADEPROOF

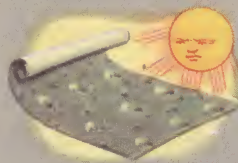
★ WASHABLE

★ EMBOSSED

★ 14-OZ. PAPER STOCK

These papers are identical in quality—yet Wards price is about half—a typical difference between Wards prices and the prices of local wallpaper dealers. Prove it to yourself. Choose one of our papers—take a sample of it to your local wallpaper store. Find a paper with a pattern and color similar to ours. Compare quality—feature for feature. When you find a comparable paper—glance at the price. You'll find it sells for as much as twice a roll more. Make this price comparison before you buy from us to convince yourself that smartly styled papers of the best quality needn't be expensive.

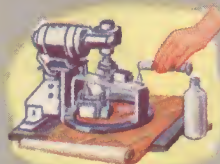




3 years on your walls will not alter colors of Fadeproof papers.



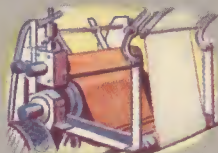
Trim-Easy Edge assures straight edge—you don't need a trimmer.



Washable papers laboratory-tested—take 25 "rubs" with soapy cloth.



You can wipe marks off Washable papers—sponge off wet paste spots.



Heavy rollers smooth and polish the colors of Polished papers.



Embossed papers are richly "textured"—feel like rough cloth.

WHICH QUALITY SHALL I BUY ?

Two papers may look alike, yet give far different service. The difference is *Quality*—certain features, not easily recognized. We have three groups of papers—*Good Quality* has some of these features; *Better Quality* has more; *Best Quality* has the most. The features are fully explained below, so you may decide easily which Quality group answers your own needs.

Good Quality Papers

- Sell from 8c to 11c
- Are Fully Fadeproof
- Have Trim-Easy Edge
- Standard (9-oz.) Paper

Comparable to Nationally Advertised papers selling from 20c to 36c.

A sample of all Wards Fadeproof papers is exposed to glaring light in our Laboratory for a period equal to 3 years on your walls. Sunlight will not alter colors.

Trim-Easy Edge simplifies trimming—you won't need a trimmer. Apply paste to paper, fold, crease and tear off the selvage.

9-oz. Paper is not extra heavy—should be handled carefully.

Spots cannot be washed off these non-washable papers—the colors will run in contact with water.

If you rent your home, move often, and pay for your own decorating, **GOOD QUALITY** papers will give you dependable service.

Better Quality Papers

- Sell for 14c
- Are Fully Fadeproof
- Have Trim-Easy Edge
- Guaranteed Washable
- Heavy (10-oz.) Paper

Comparable to Nationally Advertised papers selling from 34c to 54c.

Wards Washable papers are guaranteed to take 25 "rubs" with a soft cloth and soapsuds. Nowhere else can you find a "WASHABLE GUARANTEE" that specifies how many "rubs" the paper will stand.

When the paper becomes paste-spotted in hanging—sponge the walls before paste dries. You can wipe away soot and finger marks. And, "washable" colors do not rub off when cleaned.

10-oz. paper stock is easier to handle, less apt to tear. You who have small children will want **WASHABLE** paper—you can wipe off sticky fingerprints—keep your walls looking fresh.

Best Quality Papers

- Sell from 17c to 27c
- Are Fully Fadeproof
- Have Trim-Easy Edge
- Guaranteed Washable
- Polished or Embossed Papers
- Extra Heavy (12-18-oz.) Paper

Comparable to Nationally Advertised papers selling from 42c to 90c. Embossed papers have a rough "textured" finish that gives them the appearance of rich brocades or tweeds.

Polished papers are processed to make colors smoother and clearer than unpolished colors.

In this group are our smartest "high-style" papers, the best selection of "Ensemble Papers."

Extra Heavy Paper stock makes these the easiest to hang, the least apt to tear.

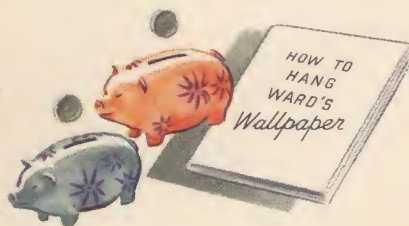
If you own your home—put the best of everything into it—you'll want **BEST QUALITY** washable papers. They cost little more—mean redecorating less often.





Double Savings

IF YOU HANG IT YOURSELF



First, you save by buying at Wards low prices. Then, if you hang your own paper, you make a second saving. You can buy enough paper for an average six-room house, and hang it yourself for less than it would usually cost to buy paper for one room and have a paperhanger hang it.

If you've never hung paper, ask, on the order blank, for instructions on "How to Hang Wallpaper." You'll be amazed how easily you can do a professional looking job. Here are a few tips about paper hanging. Our Best Quality paper is heavier—easier to handle. Better and Best Quality papers are Washable too—after hanging paper, before paste dries—you can sponge the walls with clear water to remove paste spots. Paste, tools, etc., are on Page 87.



Over 200 patterns

IN THIS LARGE BOOK



Visit your Nearest Ward Order Office or Retail Store and see the large 16 by 18-inch Wallpaper Sample Book on display. It contains over 200 papers—many "high-style" patterns, too large to be shown in this catalog. Many of the patterns in this smaller book are offered in a choice of several colors—you can see actual samples of all these colors in the larger Order Office Sample Book. The papers in both books are priced the same. Choosing from larger samples often gives a better idea how the papers will look on your walls. A clerk will help you with your decorating problems, check room measurements with you, and will handle your order—saving you figuring postage and obtaining a money order or writing a check.



AN ENSEMBLE PAPER IN RICH MAUVE IS

Both Victorian and Modern

27^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Best Quality

★ FADEPROOF ★ WASHABLE ★ POLISHED
★ TRIM-EASY EDGE ★ EXTRA HEAVY PAPER

A paper that heralds the return to style of Mauve, decorating favorite of the '90's. The crisp pattern is a Modern touch. We combined this with a Victorian pattern on Gray, Page 10; a Modern design on Green, Page 11, to make a smart new color scheme. Mauve walls will make your dining room glow with warmth. Gray will give your hall more light—the large pattern will make it seem smaller. Use the Green paper in the living room to complete your color scheme.

MAUVE. Harmonizes with MAUVE Home Furnishings in Wards General Catalog.

576 W 167—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 lbs. . . .

54^c

576 W 6167—BORDER TO MATCH. 2½ inches wide. Shipping weight, per yard, 1 oz. Price per yd. .

6^c

576 W 612—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Ship. wt. 2 lbs. 8 oz. .

40^c

The cost of an average 10 by 12-ft. room is \$4.46 for Sidewall, Border and Ceiling. To estimate requirements, and the cost of papering a room, see Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 167

SO YOUR ROOMS WILL LIVE IN HARMONY

Choose Ensembled Papers

Best Quality

★ FADEPROOF ★ WASHABLE ★ EMBOSSED
★ TRIM-EASY EDGE ★ EXTRA HEAVY PAPER

You can't imagine how lovely this paper is until you see it on your walls. Lavishly Victorian in feeling, it has a background of alternating bands of pearl Gray—one shiny, one dull. Emphasizing the striped effect is a sweeping floral pattern in darker shades of Gray. Only a large room can carry such an elaborate pattern—only a fairly dark room would need the light this paper creates. When we designed this harmonizing ensemble (also see Pages 9 and 11), we thought this charming for a large hall or living room.

20^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.

CHOICE OF 6 BACKGROUND COLORS (TWO-TONE STRIPES)

COLOR	SIDEWALL <i>Double Roll</i> 16 yards long 18 in. wide <i>Ship. wt.</i> 2 lbs. 8 oz. 40^c	BORDER <i>2 1/8 inches</i> wide <i>Ship. wt.</i> Yard 1 oz. 6^c	WHITE CEILING <i>Harmonizes</i> <i>with Sidewall</i> <i>Double Roll</i> <i>Ship. wt.</i> 2 lbs. 8 oz. 40^c
GRAY (Embossed)	576 W 155	576 W 6155	576 W 612
HYDRANGEA BLUE (Polished)	576 W 255	576 W 6255	576 W 612
RESEDA GREEN (Polished)	576 W 355	576 W 6355	576 W 612
GRAY & YELLOW (Polished)	576 W 455	576 W 6455	576 W 612
PEACH & GREEN (Polished)	576 W 555	576 W 6555	576 W 612
ROSE-RUST (Polished)	576 W 655	576 W 6655	576 W 612



SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 155





TO GIVE YOUR WALLS COLOR HARMONY—

Use this and 2 "Companions"

27^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Best Quality

★ FADEPROOF ★ WASHABLE ★ POLISHED
★ TRIM-EASY EDGE ★ EXTRA HEAVY PAPER

When we ensembled this group of papers, we pictured this in a Modern living room; the Gray paper, Page 10, in the adjoining hall; the leaf pattern on Mauve, Page 9, in the dining room. These three papers were created to harmonize in pattern and color. . . . They not only form a delightful new color scheme; but make adjoining rooms "good neighbors." Don't be limited by our suggestion! Use this wherever you like—the wide Regency stripe in soft Reseda Green, is smart in dining room or bedroom. Stripes give height to a room—grayed Green makes a South room look cool. You may also buy this paper in a Gray stripe with White flowers.

YOUR CHOICE OF 2 BACKGROUND COLORS

COLOR	SIDEWALL <i>Double Roll 16 yards long 18 in. wide Ship. wt. 2 lbs.</i> 54^c	BORDER <i>2½ inches wide Ship. wt. Yard 1 oz.</i> 6^c	WHITE CEILING <i>Harmonizes with Sidewall Double Roll Ship. wt. 2 lbs.</i> 40^c
RESEDA GREEN	576 W 169	576 W 6169	576 W 612
GRAY	576 W 269	576 W 6269	576 W 612

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 169

CHOOSE 1941'S FAVORED COLOR SCHEME

To Give Your Home Charm

Best Quality

★ FADEPROOF ★ WASHABLE ★ POLISHED
★ TRIM-EASY EDGE ★ EXTRA HEAVY PAPER

It isn't the money you spend, but COLOR—cleverly used—that makes your home charming. This, and the following three papers harmonize perfectly—are in 1941's favored color scheme. Ensemble this with any of the three—your home will glow with color, and will show the perfect taste of the home planned around a single color scheme. If your room is cold-looking, Peach makes it warm—graciously hospitable. The fern pattern is so striking, walls should be framed in plain drapes of deep Blue or Oyster White.

17^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.

YOUR CHOICE OF 4 BACKGROUND COLORS

COLOR	SIDEWALL <i>Double Roll 16 yards long 18 in. wide Ship. wt. 2 lbs. 8 oz.</i>	BORDER <i>2 inches wide Ship. wt. Yard 1 oz.</i>	WHITE CEILING <i>Harmonizes with Sidewall Double Roll Ship. wt. 2 lbs. 8 oz.</i>
	34^c	6^c	34^c
PEACH (Polished)	576 W 144	576 W 6144	576 W 610
CREAM (Embossed)	576 W 244	576 W 6244	576 W 610
HYDRANGEA BLUE (Polished)	576 W 444	576 W 6444	576 W 610
BEIGE (Embossed)	576 W 544	576 W 6544	576 W 610



SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 144





ENSEMBLING COLORS IS EASY IF YOU

Use Harmonizing Papers

17^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Best Quality

★ FADEPROOF ★ WASHABLE ★ POLISHED
★ TRIM-EASY EDGE ★ EXTRA HEAVY PAPER

To help you coordinate colors so your home will reflect charm and good taste, we created a lovely group of papers in Blue and Rose. This and the papers on Pages 12, 14 and 15 harmonize in color and design. This smart diagonal pattern will reduce the size—make a cozy and interesting large hall. With it, we suggest the stripe, Page 15 in the living room—the fern pattern, Page 12 for the dining room. You may also buy this in Beige with Mauve; Green with Peach, Gold with Gray, and Dusty Rose with Blue.

YOUR CHOICE OF 5 BACKGROUND COLORS

COLOR	SIDEWALL	BORDER	WHITE CEILING
	<i>Double Roll 16 yards long 18 in. wide Ship. wt. 2 lbs.</i>	<i>2½ inches wide Ship. wt. Tard 1 oz.</i>	<i>Harmonizes with Sidewall Double Roll Ship. wt. 2 lbs. 8 oz.</i>
	34 ^c	6 ^c	34 ^c
Hydrangea Blue	576 W 142	576 W 6142	576 W 610
BEIGE	576 W 242	576 W 6242	576 W 610
Reseda Green	576 W 342	576 W 6342	576 W 610
GOLD	576 W 442	576 W 6442	576 W 610
DUSTY ROSE	576 W 542	576 W 6542	576 W 610

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 142

ONE OF 4 PAPERS COLORED TO MATCH— Styled in Swedish Modern

Best Quality

★ FADEPROOF ★ WASHABLE ★ POLISHED
★ TRIM-EASY EDGE ★ EXTRA HEAVY PAPER

The decorative styling of Swedish Modern—plus the season's smartest color scheme—makes this an outstanding paper. Any combination of this and the papers on Pages 12, 13 and 15 is in perfect taste. This decorative paper is nice in the dining room—the delicate blue is a pleasant color to live with—makes a room look cool and airy. At the windows, hang dainty white Priscillas. For the hall, use the Peach striped paper, Page 15—another Blue paper, Page 13, in the living room. You may buy this paper in Gray with Yellow; or Larkspur Blue with Pink.

17^c

A SINGLE ROLL

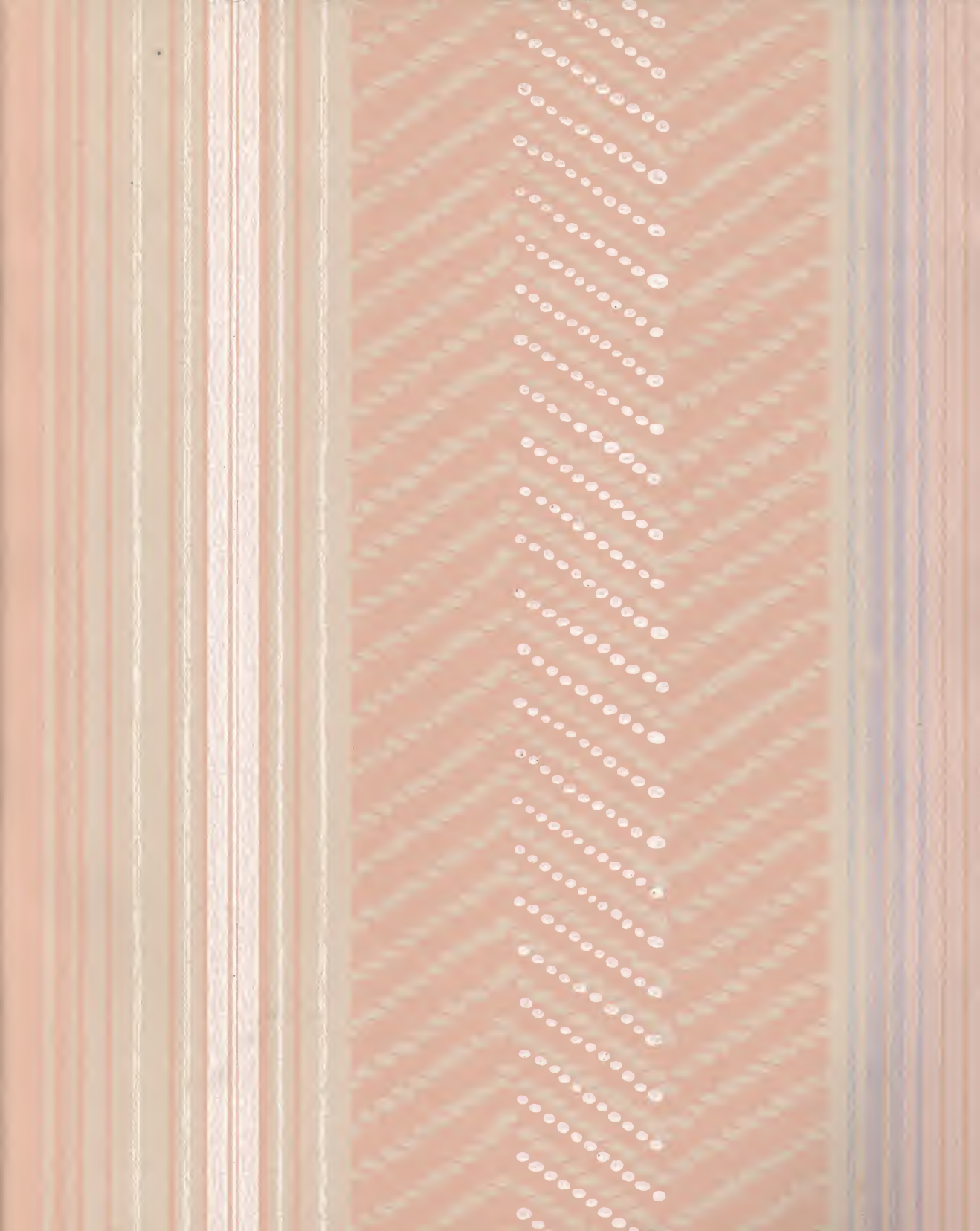
This pattern is sold only in double rolls,
16 yards long, 18 inches wide.

YOUR CHOICE OF 3 BACKGROUND COLORS			
COLOR	SIDEWALL	BORDER	WHITE CEILING
	<i>Double Roll</i> 16 yards long 18 in. wide Ship. wt. 2 lbs.	<i>2¼ inches wide Ship. wt. Yard 1 oz.</i>	<i>Harmonizes with Sidewall Double Roll Ship. wt. 2 lbs. 8 oz.</i>
	34 ^c	6 ^c	34 ^c
Hydrangea Blue	576 W 140	576 W 6140	576 W 610
GRAY	576 W 240	576 W 6240	576 W 610
Larkspur Blue	576 W 340	576 W 6340	576 W 610



SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 140





USE WITH PAPERS ON PAGES 12, 13, 14

For a Smart "Ensemble"

17^c

A SINGLE ROLL

Best Quality

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ POLISHED
- ★ EXTRA HEAVY PAPER

The cost of an average 10 by 12-foot room is \$3.34 for Sidewall, Border and Ceiling. To estimate your requirements, and cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

THIS paper harmonizes in color with those on Pages 12, 13 and 14. Any combination of three papers in this group will tie your downstairs rooms into a single color scheme. This paper, with its unusual stripe strikes a note of formality in the living room—softened by the warm Peach coloring. Because stripes seem to raise the ceiling—your room will look higher—larger. For contrast, use the Blue paper, Page 13, in the hall; the Peach paper with a leaf pattern on Page 12, in the dining room. You may also have this pattern in Cream; Blue background with Pink; Beige background with Green. PEACH. Harmonizes with PEACH Home Furnishings in Wards General Catalog.

YOUR CHOICE OF 4 BACKGROUND COLORS

COLOR	SIDEWALL	BORDER	WHITE CEILING
	Double Roll 16 yards long 18 in. wide Ship. wt. 2 lbs. 8 oz.	2 3/8 inches wide Ship. wt. Yard 1 oz.	Harmonizes with Sidewall Double Roll Ship. wt. 2 lbs. 8 oz.
	34 ^c	6 ^c	34 ^c
PEACH (Polished)	576 W 141	576 W 6141	576 W 610
CREAM (Embossed)	576 W 241	576 W 6241	576 W 610
HYDRANGEA BLUE (Polished)	576 W 341	576 W 6341	576 W 610
BEIGE (Embossed)	576 W 441	576 W 6441	576 W 610

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 141

A WARMLY COLORED "TWEED" ENSEMBLE

Has a Variety of Uses

REPRESENTING a trend toward rough "tweed" papers, is this Ensemble with its shadowy striped pattern that gives rooms height. The facing paper has a modern floral motif added. If papering one room, use the floral stripe on one wall, the plain stripe on three walls. If decorating several rooms, use the plain stripe in the living room and hall—then for variety, use the floral stripe in the dining room. The neutral shades of Beige allow you to indulge your love of color—choose Brown, Green or dusky Reds for furnishings. Rich colors against a warm background make rooms seem hospitable. BEIGE. Harmonizes with BEIGE Home Furnishings in Wards General Catalog.

20^c

A SINGLE ROLL

Best Quality

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ EMBOSSED
- ★ EXTRA HEAVY PAPER

576 W 157—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs. 8 oz. . 40^c

576 W 6157—BORDER TO MATCH. 2 $\frac{3}{8}$ inches wide. Shipping weight per yard 1 ounce. Price per yard. 6^c

576 W 613—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. 40^c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others:

The cost of an average 10 by 12-foot room is \$3.76 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

SEE FRONT OF THIS SHEET FOR PATTERN No: 576 W 157



FOR HARMONIOUS ADJOINING ROOMS—

Use This And Facing Paper

20^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Best Quality

★ FADEPROOF ★ WASHABLE ★ EMBOSSED
★ TRIM-EASY EDGE ★ EXTRA HEAVY PAPER

This has the same “basic” pattern as the facing paper, but boasts an additional floral motif. The rough “tweediness” of both papers, the smart floral design in this paper—suggest them as a background for modern furniture. One combination is to put the floral striped paper on one wall—the plain stripe on the other three walls. Or, use one paper in the living room and hall—the other in the dining room. Beige lends an air of warmth to a room—the striped pattern adds height. BEIGE. Harmonizes with BEIGE Home Furnishings in Wards General Catalog.

576 W 161—SIDEWALL. Double
Roll, 16 yards long, 18 inches wide.
Shipping weight 2 lbs. 8 oz. **40^c**

576 W 6161—BORDER TO MATCH.
2½ inches wide. Shipping weight,
per yard, 1 oz. Price per yd. **6^c**

576 W 613—IVORY CEILING. Har-
monizes with the sidewall. Double
Roll. Ship. wt. 2 lbs. 8 oz. **40^c**

The cost of an average 10 by 12-ft. room is \$3.76 for Sidewall, Border and Ceiling. To estimate requirements, and the cost of papering a room, see Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 161



COPY OF AN IMPORTED ENGLISH PAPER

Has Rich Beauty of Color

14^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Better Quality

- ★ FADEPROOF ★ TRIM-EASY EDGE
- ★ WASHABLE ★ HEAVY PAPER

The English original of this paper is no longer available in this country—but our copy is so authentic, you couldn't tell the two apart—except by the price. This paper captures some of the beauty that was England—the England of luxuriant, vividly colored gardens. If you have a bedroom full of antiques—this makes a charming complement—its mellow coloring and graceful floral pattern blend beautifully with the burnished tones of old mahogany or maple. A frilly dressing table skirt and ruffy curtains to harmonize will make your room even lovelier. You may also have this with Taupe background.

YOUR CHOICE OF 2 BACKGROUND COLORS

COLOR	SIDEWALL <i>Double Roll 16 yards long 18 inches wide Ship. wt. 2 lbs.</i>	BORDER <i>2 3/8 inches wide Ship. wt. Yard 1 oz.</i>	WHITE CEILING <i>Harmonizes with Sidewall Double Roll Ship. wt. 2 lbs.</i>
	28 ^c	5 1/2 ^c	28 ^c
WHITE	576 W 135	576 W 6135	576 W 881
TAUPE	576 W 235	576 W 6235	576 W 881

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 135



RICH, YET SIMPLE — HARMONIZES

With All Home Furnishings

27^c

A SINGLE ROLL

Best Quality

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ EMBOSSED
- ★ EXTRA HEAVY PAPER

The cost of an average 10 by 12-foot room is \$4.19 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

If you have the typically informal American home with an assortment of furnishings collected through the years, you know new decorating effects must be simple to harmonize with everything. Here is a richly textured paper so quietly shaded, it will blend with any color scheme. Its pattern is the "all-over" type that you can use with any size or shape pattern in draperies or upholstery. Because it makes walls look plain, this paper gives size to a small room. Use it in living room, dining room and hall to gain a feeling of space. The cost of papering 3 average size rooms with this paper is \$12.57. BEIGE. Harmonizes with all Home Furnishings labeled *Beige* in Wards General Catalog.

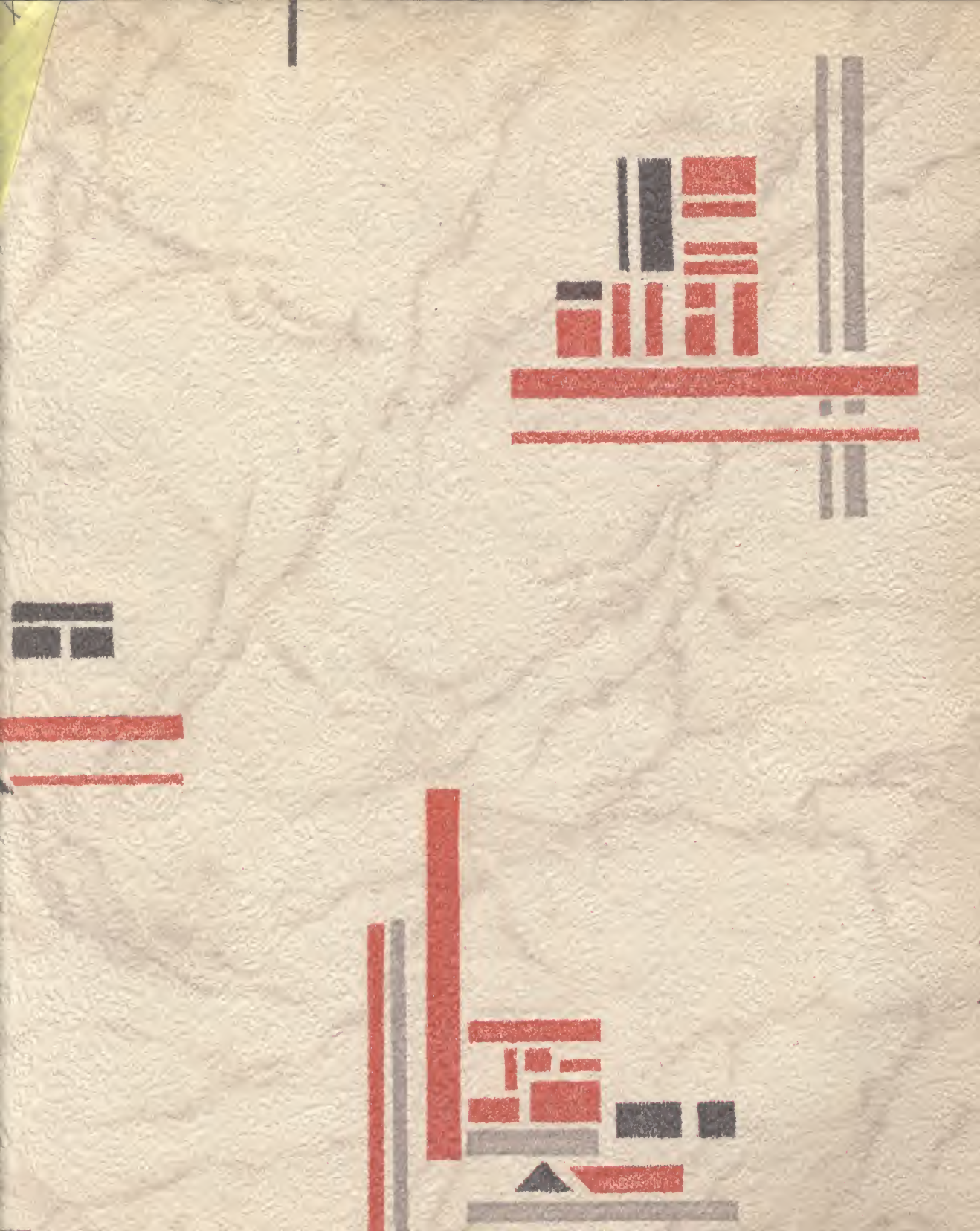
576 W 164—SIDEWALL. Triple Roll. 15 yards long, 27½ inches wide. Shipping weight 3 lbs. 8 oz. **81^c**

576 W 6164—BORDER TO MATCH. 2¾ inches wide. Shipping weight per yard 1 ounce. Price per yard **6^c**

576 W 612—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. **40^c**

This pattern is sold only in Triple Rolls, 15 yards long, 27½ inches wide, trimmed. The single roll price is quoted so you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 164



A SMART PAPER WITH THE PRACTICAL

New Dull Waxed Finish

23^c

A SINGLE ROLL

Best Quality

- ★ FADEPROOF
- ★ WASHABLE
- ★ WAXED & EMBOSSED
- ★ EXTRA HEAVY PAPER

The cost of an average 10 by 12-foot room is \$4.06 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

FOR the smart kitchen of today—we introduce a new waxed finish. It takes the place of yesterday's varnished papers that often turned yellow. The waxed finish is just as impervious to water as a varnished finish—you can actually wash away smudges with soap and water. This paper is more practical than the ordinary kitchen paper, because it is easier to keep clean. And, because it is dull-finished, in a trim, bright pattern, it is as attractive as any of the new papers. Gay accents of Red, Gray and Black are perfect for the popular Red kitchen—will also harmonize with Blue or Green accessories. Or, use this paper in a bathroom—water or steam won't spot its waxed finish.

576 W 165—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs. 8 oz. . . . **46c**

576 W 6165—BORDER TO MATCH. 2½ inches wide. Shipping weight per yard, 1 oz. Price per yard. **6c**

576 W 612—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. **40c**

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 165



A FAVORITE IN COLOR AND PATTERN—

Offered Again for 1941

14^c

A SINGLE ROLL

Better Quality

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ HEAVY PAPER

The cost of an average 10 by 12-foot room is \$2.84 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

THIS paper was a favorite last year, yet its style and color are just as smart today. Why was it so popular? First, because the clear shade of Blue is the best-liked bedroom color. Secondly, the White feather motif is a great favorite—especially with men, who often dislike flowered papers. Thirdly, it delights women who want a crisp Blue paper for a Colonial dining room or living room. Blue is restful and cool—the simple pattern will add size to your room. For an adjoining room, use Dusty Rose paper on Page 13; Peach paper on Page 37; or use matching papers listed on Pages 14 and 37. LARKSPUR BLUE. Harmonizes with LARKSPUR BLUE Home Furnishings in Wards General Catalog.

576 W 128—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs . . . 28^c

576 W 6128—BORDER TO MATCH. 2½ inches wide. Shipping weight per yard 1 oz. Price per yard. 5½^c

576 W 881—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 28^c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 128

SUBTLE COLOR AND PATTERN —

Attractive and Practical

27^c

A SINGLE ROLL

Best Quality

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ EMBOSSED
- ★ EXTRA HEAVY PAPER

The cost of an average 10 by 12-foot room is \$4.46 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

HEAVILY EMBOSSED, in a popular “needlepoint” pattern, this paper should be a favorite of the practical homemaker. Its neutral Beige coloring will harmonize with all your furnishings. The allover pattern gives your walls a solid Beige appearance which has two advantages—small rooms will look larger; and your walls will blend with any pattern in draperies, rugs or upholstery. If you hang your own paper, this extra-heavy paper is easy to handle. And it’s washable—wash your walls before paste dries to remove paste spots. Sidewall, border and ceiling for 3 average rooms is only \$13.38. BEIGE. Harmonizes with all Home Furnishings labeled *Beige* in Wards General Catalog.

576 W 166—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs. 8 oz. **54c**

576 W 6166—BORDER TO MATCH. 2¾ inches wide. Shipping weight per yard 1 ounce. Price per yard **6c**

576 W 613—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. **40c**

This pattern is sold only in Double Rolls which are 16 yards long and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 166



SOFT CORAL MAKES A RADIANT GLOW OF Warmth in a North Room

17^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Best Quality

★ FADEPROOF ★ WASHABLE ★ EMBOSSED
★ TRIM-EASY EDGE ★ EXTRA HEAVY PAPER

A simple color rule can turn a dark, cold North room into the coziest room in your home. Just use a light shade of a warm color—this soft Coral paper will cast a warm glow over the whole room. The smart wide stripe, in the popular Regency style, is softened with a dainty Yellow rose motif. Stripes add height to a low-ceilinged room. For another room, use 576 W 133 on Page 37. If decorating a South bedroom, you may have this paper in a cool Blue background with Pink roses. CORAL. Harmonizes with all CORAL Furnishings in Wards General Catalog.

YOUR CHOICE OF 2 BACKGROUND COLORS

COLOR	SIDEWALL	BORDER	WHITE CEILING
	Double Roll 16 yards long 18 in. wide Ship. wt. 2 lbs. 8 oz.	2¼ inches wide Ship. wt. Yard 1 oz.	Harmonizes with Sidewall Double Roll Ship. wt. 2 lbs. 8 oz.
	34 ^c	6 ^c	34 ^c
CORAL	576 W 143	576 W 6143	576 W 610
Hydrangea Blue	576 W 243	576 W 6243	576 W 610

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 143



AN OLD FAVORITE—BEIGE—REAPPEARS

In a Rich, New Design

27^c

A SINGLE ROLL

Best Quality

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ EMBOSSSED
- ★ EXTRA HEAVY PAPER

The cost of an average 10 by 12-foot room is \$4.19 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

Its HEAVY embossing makes this paper as rich looking as a fine tapestry. Yet the delicate all-over floral pattern keeps it a practical paper, because smudges won't show as much as they will on a plain wall. Since Beige gives rooms warmth, it is always a favorite for downstairs papers, especially when combined with accent notes in the popular Peach, Green and Yellow—which can be picked up in rugs, draperies and upholstery to give your rooms perfect color harmony. Use this in your living room, dining room and hall; or combine it with a harmonizing plain paper, 576 W 163 on Page 28. BEIGE. Harmonizes with Beige Home Furnishings in Wards General Catalog.

576 W 168—SIDEWALL. Triple Roll. 15 yards long, 27½ inches wide. Shipping weight 3 lbs. 8 oz. . . . **81c**

576 W 6168—BORDER TO MATCH. 2¾ inches wide. Shipping weight per yard 1 ounce. Price per yard **6c**

576 W 613—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. **40c**

This pattern is sold only in Triple Rolls, 15 yards long and 27½ inches wide, trimmed. The single roll price is quoted so you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 168



GIVES REALISTIC PINE-PANEL EFFECT

For About $\frac{1}{10}$ Cost of Pine

23^c

A SINGLE ROLL

Best Quality

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ ENGRAVED
- ★ EXTRA HEAVY PAPER

The cost of an average 10 by 12-foot room is \$3.10 for Sidewall and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

IF YOU'VE always wished for a pine-panelled den—if you'd like to turn a basement or attic room into a playroom—or, if you want to make your son a present of the handsomest boy's room on the block—this smart paper is the answer. It is the most realistic wood imitation we've seen—you'd have to touch the walls to discover this is paper and not wood. Every knot—every bit of graining, every mellow woodtone is faithfully reproduced. The vogue for wood-panelled walls is a style too expensive for many to follow. So, we created this wood paper to give your rooms the same smart effect at a fraction of the cost of real wood. You can actually paper an average room for as little as \$3.10. Because it is washable, you'll find this paper almost as practical as wood-panelled walls.

576 W 173—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs. . . **46^c**

576 W 613—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. **40^c**

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 173



CHOOSE A SOFT FLORAL PAPER

For That "Homey" Look

27^c

A SINGLE ROLL

Best Quality

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ EMBOSSED
- ★ EXTRA HEAVY PAPER

The cost of an average 10 by 12-foot room is \$4.19 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

SINCE WALLPAPER gives the first impression of a room—you'll want "homey" looking paper in your most lived-in rooms. The warm, mellow tones of this paper will make your home look comfortable and inviting. If your color scheme is the popular Rust, Brown and Green combination, this paper blends perfectly with it. The floral design is subdued to harmonize with any pattern you may have in draperies, upholstery or rugs. Best of all, it's a washable paper—you can wipe away smudges with a damp cloth. Enough paper for the average living room, dining room and hall is \$12.57. BEIGE. Harmonizes with BEIGE Home Furnishings in Wards General Catalog.

576 W 170—SIDEWALL. Triple Roll. 15 yards long, 27½ inches wide. Shipping weight 3 lbs. 8 oz. . . . **81c**

576 W 6170—BORDER TO MATCH. 2⅞ inches wide. Shipping weight per yard 1 oz. Price per yard **6c**

576 W 613—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. **40c**

This pattern is sold only in Triple Rolls, 15 yards long and 27½ inches wide, trimmed. The single roll price is quoted so you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 170

IN THE COLORFUL HOME OF TODAY—

Peach Strikes a Warm Note

14^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Better Quality

★ FADEPROOF

★ WASHABLE

★ TRIM-EASY EDGE

★ HEAVY PAPER

It may be a man's world, but it's still a woman's house! And women realize how important color is in the home. Gone is the day of practical monotonies—homes of today fairly bristle with color. One of the popular shades, Peach, is featured in this smart paper. Use it in living room, dining room or hall—the dusty color makes rooms glow with warmth . . . the upswept leaves create an impression of height. Ensemble this with 576 W 141 on Page 15 for perfect color harmony. PEACH. Harmonizes with Peach Home Furnishings in Wards General Catalog.

576 W 127—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs.

28^c

576 W 6127—BORDER TO MATCH. 2½ inches wide. Shipping weight per yard 1 oz. Price per yard. . .

5½^c

576 W 881—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. . .

28^c

The cost of an average 10 by 12-ft room is \$2.84 for Sidewall, Border and Ceiling. To estimate requirements, and the cost of papering a room, see Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 127



HARMONIZES WITH ALL FURNISHINGS—

Adds Size to Your Rooms

23^c

A SINGLE ROLL

Best Quality

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ EMBOSSED
- ★ EXTRA HEAVY PAPER

The cost of an average 10 by 12-foot room is \$4.06 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

TO SET OFF bright, lavishly patterned draperies and slip-covers, you'll want simple wallpaper. Although subdued to make a foil for colorful furnishings, this smart, rough-textured paper has personality of its own. Beige, with a dash of Green and Peach for contrast, gives rooms a look of warm hospitality. The blended coloring proves very practical—dirt won't show as much as on solid-colored papers. Because it's unpatterned, this paper will make your rooms look larger. For an adjoining hall or dining room, use the Peach paper on Page 27; or the Beige paper on Page 34.

BEIGE. Harmonizes with BEIGE Home Furnishings in Wards General Catalog.

576 W 163—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs. 8 oz. **46c**

576 W 6163—BORDER TO MATCH. 4 inches wide. Ship. weight per yard 1 ounce. Price per yard **6c**

576 W 613—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. **40c**

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 163



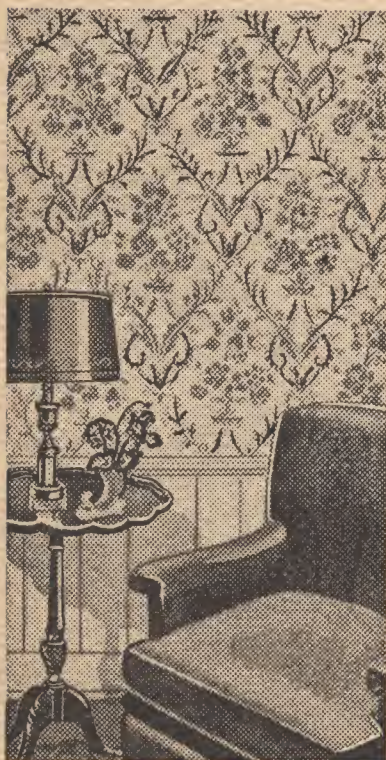
SILVERY GREEN IN PERIOD DESIGN

Gives Rooms Distinction

17^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Best Quality

★ FADEPROOF ★ WASHABLE ★ EMBOSSED
★ TRIM-EASY EDGE ★ EXTRA HEAVY PAPER

As refreshing as a mountain stream—as elegant as a Victorian drawing room—is the effect of this paper. If you have a Southern exposure, what could be cooler-looking than walls of soft Green with a silver background? Or, if rooms are dark, this will lighten them considerably. The elaborate pattern “goes” well with period furniture, but is so delicately colored, it’s suited to any furniture. This shade is stunning with drapes of darker Green, or of deep rose.

RESEDA GREEN. Harmonizes with Reseda Green Home Furnishings in Wards General Catalog.

576 W 146—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs. 8 oz. . . 34^c

576 W 6146—BORDER TO MATCH. 2¾ inches wide. Shipping weight per yard 1 oz. Price per yd. . . 6^c

576 W 610—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Ship. wt. 2 lbs. 8 oz. . . 34^c

The cost of an average 10 by 12-ft. room is \$3.34 for Sidewall, Border and Ceiling. To estimate requirements, and the cost of papering a room, see Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 146

AT ABOUT HALF THE COST, THIS

Looks Like Real Plaster

23^c

A SINGLE ROLL

Best Quality

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ EMBOSSED
- ★ EXTRA HEAVY PAPER

The cost of an average 10 by 12-foot room is \$3.83 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

THIS HEAVILY EMBOSSED paper gives rooms the smart appearance of real plaster walls for about half the cost. And when you get tired of a plaster effect on your walls, you can remove paper much more easily than you can cover plaster. Soft accents of Yellow, Peach and Blue give the paper life—and, incidentally—give you a chance to use your color-scheming ingenuity in assembling draperies, rugs and knick-knacks that carry out these colors. Or, if you aren't changing your furnishings, these delicate undertones will blend with any color scheme. If rooms need size, hang this throughout your downstairs—plain walls make rooms seem larger. You can paper 3 average rooms for \$11.49.

576 W 160—SIDEWALL. Triple Roll. 15 yards long, 27½ inches wide. Shipping weight 3 lbs. 8 oz. **69c**

576 W 6160—BORDER TO MATCH. 27⅞ inches wide. Shipping weight per yard 1 ounce. Price per yard **6c**

576 W 612—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. **40c**

This pattern is sold only in Triple Rolls, 15 yards long, 27½ inches wide, trimmed. The single roll price is quoted so you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 160



A CHARMING FLORAL PATTERN ON BLUE

Adds A Decorative Note

17^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Best Quality

★ FADEPROOF ★ WASHABLE ★ POLISHED
★ TRIM-EASY EDGE ★ EXTRA HEAVY PAPER

In this season of stripes, floral-striped wall-papers are favored—especially in a combination of Gray-Blue and Rose. Victorian in feeling—this paper is as decorative as a Godey print. It is charming in living room, dining room or bedroom. Clusters of flowers sweep upward in a graceful stripe that adds height to a room. For color contrast, choose draperies to match the deepest Rose accent in the paper. Ensemble this with the Hydrangea Blue paper listed on Page 53, and the Dusty Rose paper listed on Page 44. (See these papers in room scenes on Pages 2 and 3.)
HYDRANGAEA BLUE. Harmonizes with Hydrangea Blue Home Furnishings in Wards Catalog.

YOUR CHOICE OF 2 BACKGROUND COLORS

COLOR	SIDEWALL	BORDER	WHITE CEILING
	Double Roll 16 yards long 18 inches wide Ship. wt. 2 lbs.	2¾ inches wide Ship. wt. Yard, 1 oz.	Harmonizes with Sidewall Double Roll Ship. wt. 2 lbs. 8 oz.
	34 ^c	6 ^c	34 ^c
HYDRANGAEA BLUE (Polished)	576 W 130	576 W 6130	576 W 610
PEACH (White flowers) (Embossed)	576 W 230	576 W 6230	576 W 610

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 130

BEIGE NEEDLEPOINT ENSEMBLE BLENDS

With Colorful Furnishings

If you like bright-colored draperies, rugs and upholstery, you naturally want wallpaper with a neutral background. And, being practical, you want papers that don't show soil. This harmonizing ensemble (this and facing paper) was designed for just such a need. So blended are the shades in the needlepoint patterns that smudges aren't noticeable. The subdued tones make both these papers "good mixers" with gay furnishings. Use either paper in dining room, living room or hall—the other in an adjoining room. This is most effective in a small room—the all-over pattern gives a room size. BEIGE. Harmonizes with BEIGE Home Furnishings in Wards General Catalog.

23^c

A SINGLE ROLL

Best Quality

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ EMBOSSED
- ★ EXTRA HEAVY PAPER

576 W 171—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs. 8 oz. . . **46^c**

576 W 6171—BORDER TO MATCH. 2 inches wide. Shipping weight per yard, 1 ounce. Price per yard **6^c**

576 W 613—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. **40^c**

This pattern is sold only in Double Rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

The cost of an average 10 by 12-foot room is \$4.06 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 171





A DECORATIVE "NEEDLEPOINT" STRIPE

Goes with Facing Paper

23^c

A SINGLE ROLL

Best Quality

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ EMBOSSED
- ★ EXTRA HEAVY PAPER

The cost of an average 10 by 12-foot room is \$4.06 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

JUGGLE THIS and the papers on Pages 32 and 34 into any combination you choose. They will give your downstairs walls unity of color and pattern. This paper, like the other two, has a soft Beige background—a favorite color because it gives warmth to rooms and goes well with all furnishings. While it is decorative, the pattern will not clash with large designs in your draperies. Dashes of Peach, Blue and Green enliven this paper—repeat them in room accessories to complete the color scheme. The shadow stripe gives height to rooms—creates a more formal feeling than its companion papers. BEIGE. Harmonizes with BEIGE Home Furnishings in Wards General Catalog.

576 W 174—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs. 8 oz. . . . **46c**

576 W 6174—BORDER TO MATCH. 2½ inches wide. Shipping weight per yard 1 ounce. Price per yard **6c**

576 W 613—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. **40c**

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 174



LEAF PATTERN IN WARM FALL COLORS

Makes Rooms Seem Friendly

23^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Best Quality

★ FADEPROOF ★ WASHABLE ★ EMBOSSED
★ TRIM-EASY EDGE ★ EXTRA HEAVY PAPER

If you plan a color scheme of warm Rust, Green, Gold and Brown for your home, let this paper with its graceful branches of autumn-colored leaves give pattern interest to the living room. With it, use solid color draperies and rug in rich Green or Brown. For the dining room or hall, choose the striped paper, Page 33, or the all-over pattern, Page 32. These three papers mix companionably—give a friendly warmth to your home that says “Welcome” to anyone who enters. BEIGE. Harmonizes with BEIGE Home Furnishings in Wards General Catalog.

576 W 172—SIDEWALL. Double
Roll, 16 yards long, 18 inches wide.
Shipping weight 2 lbs. 8 oz.

46^c

576 W 6172—BORDER TO MATCH.
2½ inches wide. Shipping weight,
per yard, 1 oz. Price per yd.

6^c

576 W 613—IVORY CEILING. Har-
monizes with the sidewall. Double
Roll. Ship. wt. 2 lbs. 8 oz.

40^c

The cost of an average 10 by 12-ft. room is \$4.06 for Sidewall, Border and Ceiling. To estimate requirements, and the cost of papering a room, see Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 172



A CREAMY FLOWER PATTERN PAPER

Makes Darkest Rooms Light

20^c

A SINGLE ROLL

Best Quality

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ EMBOSSED
- ★ EXTRA HEAVY PAPER

The cost of an average 10 by 12-foot room is \$3.76 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

IT'S EASY to make your rooms seem lighter if you choose the right wall-paper. A few rolls of this creamy paper with its white flower clusters will do the trick! You'll be delighted at the radiant effect it will give your walls. And of course, this paper will harmonize with other furnishings—it is a marvelous background for any color or pattern—is suitable with any style of furniture. Like all light-colored papers, it will make your rooms seem much larger. If your rooms are small and dark—you'll achieve the best effect by hanging this paper in your living room, dining room and hall, topping it off with the smart, matching border. For three rooms, this will cost about \$11.28.

576 W 158—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs. 8 oz. **40^c**

576 W 6158—BORDER TO MATCH. $2\frac{1}{8}$ inches wide. Shipping weight per yard 1 oz. Price per yard **6^c**

576 W 612—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. **40^c**

This pattern is sold only in Double Rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others:

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 158



BEIGE, WITH RICH ACCENTS OF GOLD,

Lends an Air of Luxury

17^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Best Quality

★ FADEPROOF ★ WASHABLE ★ EMBOSSED
★ TRIM-EASY EDGE ★ EXTRA HEAVY PAPER

Gleaming golden ferns on soft Beige, will create an atmosphere of richness and warmth in a room. When light touches your walls, it turns them to gold—the darkest room seems light. The neutral coloring with a dash of Peach, makes a splendid background for any color scheme in draperies and upholstery. Ordinarily, lavish accents of gold mean a paper is expensive, yet you can paper your living room, dining room and hall with this paper for as little as \$10.02.

BEIGE. Harmonizes with BEIGE Home Furnishings in Wards General Catalog.

576 W 153—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs. 8 oz.

34^c

576 W 6153—BORDER TO MATCH. 2 $\frac{3}{8}$ inches wide. Shipping weight per yard 1 oz. Price per yd.

6^c

576 W 611—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Ship. wt. 2 lbs. 8 oz.

34^c

The cost of an average 10 by 12-ft. room is \$3.34 for Sidewall, Border and Ceiling. To estimate requirements, and the cost of papering a room, see Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 153



COOL GREEN WITH SNOWY WHITE FLOWERS

Makes South Rooms Airy

14^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Better Quality

- ★ FADEPROOF ★ TRIM-EASY EDGE
- ★ WASHABLE ★ HEAVY PAPER

What could be more charming for a bedroom than dainty White flowers on pale Green? Green makes rooms look fresh and cool. Accents of Coral and Yellow should be repeated in other furnishings and in paper for an adjoining room. On Page 23 is a harmonizing paper in Coral with accents of Green and Yellow. You may buy this paper in Gray; Larkspur Blue; Yellow; or Peach. All have White flowers with accents of color. SPRUCE GREEN. Harmonizes with SPRUCE GREEN Home Furnishings in Wards General Catalog.

YOUR CHOICE OF 5 BACKGROUND COLORS

COLOR	SIDEWALL <i>Double Roll 16 yards long 18 in. wide Ship. wt. 2 lbs.</i> 28^c	BORDER <i>2½ inches wide Ship. wt. Yard 1 oz.</i> 5½^c	WHITE CEILING <i>Harmonizes with Sidewall Double Roll Ship. wt. 2 lbs.</i> 28^c
SPRUCE GREEN	576 W 133	576 W 6133	576 W 881
GRAY	576 W 233	576 W 6233	576 W 881
LARKSPUR BLUE	576 W 333	576 W 6333	576 W 881
PEACH	576 W 433	576 W 6433	576 W 881
YELLOW	576 W 533	576 W 6533	576 W 881

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 133



A REALISTIC IMITATION OF PLASTER—

In a Choice of 2 Widths

ONE OF THE popular rough-textured papers that looks and feels like real plaster. It makes a perfect background for vivid color and splashy patterns in draperies and upholstery. To achieve a spacious effect, use it throughout your home. This paper is offered in two widths. Some prefer the 30-inch width (trims to 27½ inches) which can be hung more quickly—with fewer seams. Some find the 18-inch width cuts to better advantage, and is easier to handle. There is the same amount of wallpaper in a single roll of either width.

This Paper Furnished in a Choice of 2 Widths

20c
A SINGLE ROLL
18-INCH WIDTH

Best Quality
★ FADEPROOF ★ WASHABLE
★ EMBOSSED ★ TRIM-EASY EDGE
★ EXTRA HEAVY PAPER

20c
A SINGLE ROLL
30-INCH WIDTH

18-INCH WIDTH

576 W 159—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds 8 ounces. **40c**

576 W 6159—BORDER. 2½ inches wide. Shipping weight per yard, 1 ounce. Price per yard. **6c**

576 W 613—IVORY CEILING. Harmonizes with sidewall. Double Roll. Shipping weight 2 pounds 8 ounces. **40c**

30-INCH WIDTH

576 W 259—SIDEWALL. Triple Roll, 15 yards long, 27½ inches wide. Shipping weight 3 pounds 8 ounces. **60c**

576 W 6159—BORDER. 2½ inches wide. Shipping weight per yard, 1 ounce. Price per yard. **6c**

576 W 613—IVORY CEILING. Harmonizes with sidewall. Double Roll. Shipping weight 2 pounds 8 ounces. **40c**

This pattern is sold in Double and Triple Rolls. Double Rolls are 16 yds. long, 18 in. wide. Triple Rolls are 15 yds. long, 30 in. wide. Single Roll prices are quoted so you may compare Wards wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 259



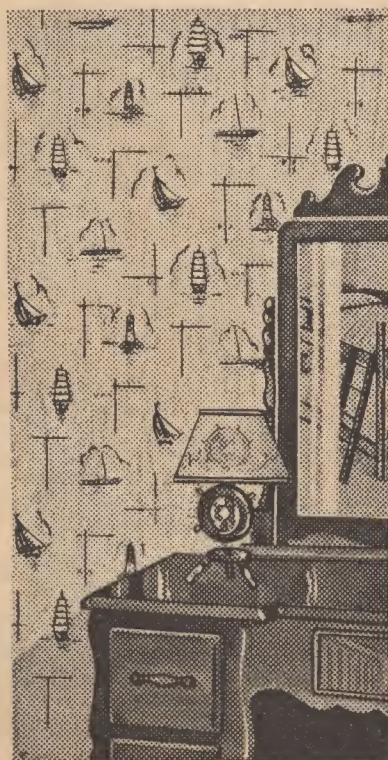
A COLORFUL BOAT-PATTERNED PAPER—

For a Boy's "Hobby Room"

14^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Better Quality

★ FADEPROOF ★ WASHABLE

★ TRIM-EASY EDGE ★ HEAVY PAPER

If your son's hobby is boats or travel—here's a paper that spells adventure in every bright-sailed clipper, in every speeding power boat. With this, use sturdy Maple or Pine furniture. Put Johnny's model schooner on his desk—a Globe beside it. Hang maps for pictures. Make colorful curtains and bedspread in plain Red or Green. It needn't cost much to fix a boy's room "the gang" will envy. You can paper an average room for as little as \$2.84. This smart paper with its knotty-pine background is just the thing for a recreation room, too. You may also buy this paper with a plain Ivory background. Use it in kitchen or bathroom—it's practical because it's washable.

YOUR CHOICE OF 2 BACKGROUNDS

COLOR	SIDEWALL <i>Double Roll 16 yards long 18 in. wide Ship. wt. 2 lbs.</i>	BORDER <i>1¾ inches wide Ship. wt. Yard 1 oz.</i>	IVORY CEILING <i>Harmonizes with Sidewall Double Roll Ship. wt. 2 lbs.</i>
	28 ^c	5½ ^c	28 ^c
Wood-Grained	576 W 139	576 W 6139	576 W 882
PLAIN IVORY	576 W 239	576 W 6239	576 W 882

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 139



GRAY, IN A SMART MODERN DESIGN, IS

Perfect with Vivid Colors

17^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Best Quality

★ FADEPROOF ★ WASHABLE ★ EMBOSSED
★ TRIM-EASY EDGE ★ EXTRA HEAVY PAPER

In the decorating spotlight for 1941 is Gray—a favorite with Decorators because it makes a gracious background for the colorful furnishings in vogue today. This smart modern paper has a large floral design, subdued to harmonize with other patterns in your room. It is most effective in a rather small room with a Southern exposure. The silvery Gray background sparkles in the sun—keeps rooms light and airy—makes them seem larger. Touches of Blue and Peach enliven the paper—repeat them in other furnishings or in adjoining room papers for perfect color harmony.

576 W 151—SIDEWALL. Double
Roll, 16 yards long, 18 inches wide.
Shipping weight 2 lbs. 8 oz. . 34^c

576 W 6151—BORDER TO MATCH.
4 inches wide. Shipping weight, per
yard, 1 oz. Price per yd. . 6^c

576 W 610—WHITE CEILING. Har-
monizes with the sidewall. Double
Roll. Ship. wt. 2 lbs. 8 oz. 34^c

The cost of an average 10 by 12-ft. room is \$3.34 for Sidewall, Border and Ceiling. To estimate requirements, and the cost of papering a room, see Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 151



PAPER THAT LOOKS LIKE REAL PLASTER—

Offered in Two Widths

A PAPER that looks like plaster—feels like plaster—yet costs a fraction as much. If you have bright colors, large patterns in your furnishings—this makes a quiet background for them. Use this throughout your downstairs—all the rooms will gain in size. This paper is offered in two widths. The 30-inch width (trims to 27½ inches) hangs faster—shows fewer seams. The 18-inch width cuts to better advantage for small rooms—is easier to handle. There is the same amount of wallpaper in a single roll of either width. To order wallpaper, See Chart on Page 88.

This Paper Furnished in a Choice of 2 Widths

20c

A SINGLE ROLL
18-INCH WIDTH

Best Quality

★ FADEPROOF ★ WASHABLE
★ EMBOSSED ★ TRIM-EASY EDGE
★ EXTRA HEAVY PAPER

20c

A SINGLE ROLL
30-INCH WIDTH

18-INCH WIDTH

576 W 256—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping wt. 2 lbs. 8 oz. **40c**

576 W 6156—BORDER. 1⅞ inches wide. Shipping weight, per yard, 1 ounce. Price per yard **6c**

576 W 612—WHITE CEILING. Harmonizes with sidewall. Double Roll. Shipping wt. 2 lbs. 8 oz. **40c**

30-INCH WIDTH

576 W 156—SIDEWALL. Triple Roll, 15 yards long, 27½ inches wide. Shipping wt. 3 lbs. 8 oz. **60c**

576 W 6156—BORDER. 1⅞ inches wide. Shipping weight, per yard, 1 ounce. Price per yard **6c**

576 W 612—WHITE CEILING. Harmonizes with sidewall. Double Roll. Shipping wt. 2 lbs. 8 oz. **40c**

This pattern is obtainable in both Double and Triple Rolls. Double Rolls are 16 yards long, 18 inches wide. Triple Rolls are 15 yards long, 30 inches wide. Single roll prices are quoted so you may compare Wards wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 256



ON FRONT OF THIS SHEET ARE 4 COLORS

For Sidewall or Ceiling

Best Quality

★FADEPROOF ★ WASHABLE ★ EMBOSSED
★TRIM-EASY EDGE ★ EXTRA HEAVY PAPER

17^c

SINGLE ROLL

PEACH

Its heavy embossing makes this paper look like real plaster. Delicate peach walls give the whole room a warm and cozy appearance. Also an attractive ceiling paper with sidewalls of Blue, Green or Beige. Cutout swag border to match. Paper sold only in double rolls.

PEACH SIDEWALL OR CEILING
576 W 938—Double Roll, 16 yards long,
18 in. wide. Ship. wt. 2 lbs. 8 oz. **34^c**

576 W 3938—BORDER TO MATCH. Cutout 4¾ inches wide. Shipping weight, per yard, 1 ounce. Price per yard **6^c**

GREEN

A COOL color that makes rooms look airy—is a quiet background for colorful furnishings. Use as a ceiling paper with Peach, Yellow or Rose walls. It's extra heavy paper—is easier to hang. Cutout swag border to match. Paper sold only in double rolls.

GREEN SIDEWALL OR CEILING
576 W 138—Double Roll, 16 yards long,
18 in. wide. Ship. wt. 2 lbs. 8 oz. **34^c**

576 W 3138—BORDER TO MATCH. Cutout 4¾ inches wide. Shipping weight, per yard, 1 ounce. Price per yard **6^c**

WHITE

WHITE walls make a room seem light. Used throughout your home, a plain paper gives a spacious effect. As a ceiling paper—White adds height to low-ceilinged rooms. Goes with any shade of wallpaper. Cutout swag border to match. Paper sold only in double rolls.

WHITE SIDEWALL OR CEILING
576 W 238—Double Roll, 16 yards long,
18 in. wide. Ship. wt. 2 lbs. 8 oz. **34^c**

576 W 3238—BORDER TO MATCH. Cutout 4¾ inches wide. Shipping weight, per yard, 1 ounce. Price per yard **6^c**

BLUE

BLUE, in a smart rough-textured paper—makes rooms seem larger, and cooler. Used as ceiling paper, this is a striking contrast to Rose, Yellow or Beige walls. Or, use this with a matching Blue sidewall. Cutout swag border to match. Paper sold only in double rolls.

BLUE SIDEWALL OR CEILING
576 W 338—Double Roll, 16 yards long,
18 in. wide. Ship. wt. 2 lbs. 8 oz. **34^c**

576 W 3338—BORDER TO MATCH. Cutout 4¾ inches wide. Shipping weight, per yard, 1 ounce. Price per yard **6^c**



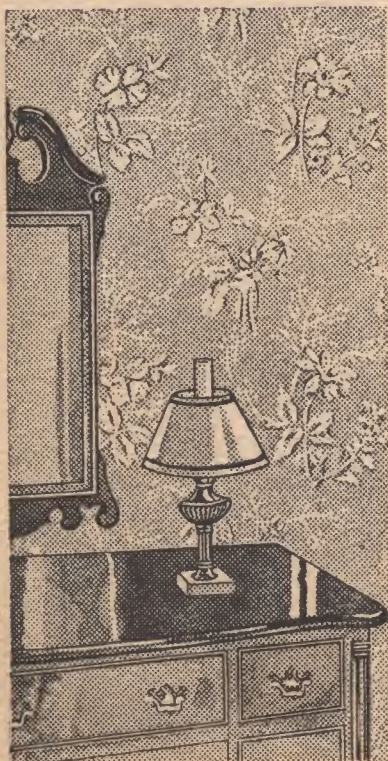
BEIGE, WITH A SOFT FLORAL PATTERN,

Gives Rooms New Warmth

17^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Best Quality

★ FADEPROOF ★ WASHABLE ★ EMBOSSED
★ TRIM-EASY EDGE ★ EXTRA HEAVY PAPER

This charming flowered paper is equally lovely for living room or bedroom. The soft Beige coloring, with rich accents of peach and gold, gives warmth to the coldest room. Or, if a room is large—bare-looking, the all-over pattern will make it look smaller and cozier. For contrast in furnishings, choose a deeper shade of Peach or Green. Paper an adjoining room with either the Beige or the Green striped paper on Page 44—your walls will be in perfect harmony.

BEIGE. Harmonizes with BEIGE Home Furnishings in Wards General Catalog.

576 W 152—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs. 8 oz. **34^c**

576 W 6152—BORDER TO MATCH. 2 $\frac{3}{8}$ inches wide. Shipping weight per yard 1 oz. Price per yd. **6^c**

576 W 611—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Ship. wt. 2 lbs. 8 oz. **34^c**

The cost of an average 10 by 12-ft. room is \$3.34 for Sidewall, Border and Ceiling. To estimate requirements, and the cost of papering a room, see Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 152

STRIPES HARMONIZE WITH ALL DESIGNS—

Add Height to Your Room

THIS smart paper was created to harmonize with the facing paper. Since the decorating trend is to ensemble wallpapers throughout the home—striped papers are very popular because they go with any design. This will lend an air of formality and dignity to your living room. It will also add height—creating a feeling of spaciousness. In warm Beige, as is its companion paper, this has glowing accents of Peach, which can be repeated in draperies. Also available in Peach with Blue on a shiny Embossed background; or, in Polished papers—dull Pink with Blue; or dull Green with Peach.

17^c

A SINGLE ROLL

Best Quality

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ EMBOSSED
- ★ EXTRA HEAVY PAPER

YOUR CHOICE OF 4 BACKGROUND COLORS

COLOR	SIDEWALL <i>Double Roll 16 yards long 18 in. wide Ship. wt. 2 lbs. 8 oz.</i> 34^c	BORDER <i>2$\frac{3}{8}$ inches wide Ship. wt. Yard 1 oz.</i> 6^c	WHITE CEILING <i>Harmonizes with Sidewall Double Roll Ship. wt. 2 lbs. 8 oz.</i> 34^c
BEIGE (Embossed)	576 W 150	576 W 6150	576 W 610
PEACH(Embossed)	576 W 250	576 W 6250	576 W 610
PINK (Polished)	576 W 350	576 W 6350	576 W 610
GREEN (Polished)	576 W 450	576 W 6450	576 W 610

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

The cost of an average 10 by 12-foot room is \$3.34 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 150





TO KEEP ADJOINING ROOMS IN HARMONY

Choose Ensembled Papers

17^c

A SINGLE ROLL

Best Quality

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ EMBOSSED
- ★ EXTRA HEAVY PAPER

The cost of an average 10 by 12-foot room is \$3.34 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

Two harmonizing papers (this and facing paper) with but a single thought—to make your home an attractive “unit”—rather than a group of unrelated rooms. Use this in dining room and hall—the more formal stripe in the living room. There will be lots of light and warmth in rooms done in delicate shining Beige. This smart leaf pattern is especially nice with modern furniture in the new, light woods. Don’t be afraid to use bright colors, and splashy patterns in your draperies—this paper is subdued enough to go with the gayest of accessories. You’ll find the large pattern will greatly relieve the bare look of a hall. You may also have this paper in a soft shade of Peach.

YOUR CHOICE OF 2 BACKGROUND COLORS

COLOR	SIDEWALL <i>Double Roll 16 yards long 18 in. wide Ship. wt. 2 lbs. 8 oz.</i>	BORDER <i>4 inches wide Ship. wt. Yard 1 oz.</i>	WHITE CEILING <i>Harmonizes with Sidewall Double Roll Ship. wt. 2 lbs. 8 oz.</i>
	34 ^c	6 ^c	34 ^c
BEIGE	576 W 149	576 W 6149	576 W 610
PEACH	576 W 249	576 W 6249	576 W 610

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 149

USE WARM BEIGE PAPER IN YOUR HOME

For That "Lived-In" Look

HERE's a paper that fits beautifully into the comfortably informal home. Its closely meshed leaf pattern is smart, yet inconspicuous enough to blend with any pattern scheme in draperies, slipcovers, etc. It's a practical paper, too—the all-over pattern won't show soil as quickly as do solid-color papers. Beige adds warmth—goes with everything because it's neutral. Neutral—yes, but dull—never! Not while there are warm touches of Peach and Green to enliven it. For adjoining rooms, choose the Green paper, striped in Peach, listed on Page 44, or "scenic" paper facing this—the colors harmonize perfectly. You may also buy this paper in Gray with accents of Blue and Peach. BEIGE. Harmonizes with BEIGE HomeFurnishings in Wards General Catalog.

17^c

A SINGLE ROLL

Best Quality

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ EMBOSSED
- ★ EXTRA HEAVY PAPER

YOUR CHOICE OF 2 BACKGROUND COLORS

COLOR	SIDEWALL	BORDER	WHITE CEILING
	<i>Double Roll 16 yards long 18 in. wide Ship. wt. 2 lbs. 8 oz.</i>	<i>2 3/8 inches wide Ship. wt. Yard 1 oz.</i>	<i>Harmonizes with Sidewall Double Roll Ship. wt. 2 lbs 8 oz.</i>
	34^c	6^c	34^c
BEIGE	576 W 148	576 W 6148	576 W 610
GRAY	576 W 248	576 W 6248	576 W 610

The cost of an average 10 by 12-foot room is \$3.34 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 148





USE A SCENIC IN WARM BEIGE SHADES

To Make Rooms Inviting

17^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Best Quality

★ FADEPROOF ★ WASHABLE ★ EMBOSSED
★ TRIM-EASY EDGE ★ EXTRA HEAVY PAPER

This unusually attractive scenic paper depicts familiar scenes—a small town with its houses clustered around a church—a farm surrounded by trees. A scenic paper makes a large hall seem less bare, and more interesting—makes your home seem inviting at first glance. Wherever you use this paper, it will strike a friendly note. The silvery background gives rooms more light. The soft Beige coloring with accents of Peach lends an air of warmth—harmonizes with any color scheme. You may also buy this paper in a dull Beige, unsilvered background with accent notes of Green, Blue and Peach.

YOUR CHOICE OF 2 BACKGROUNDS

COLOR	SIDEWALL	BORDER	WHITE CEILING
	Double Roll 16 yards long 18 in. wide Ship. wt. 2 lbs. 8 oz.	2 $\frac{5}{8}$ inches wide Ship. wt. Yard 1 oz.	Harmonizes with Sidewall Double Roll Ship. wt. 2 lbs. 8 oz.
	34 ^c	6 ^c	34 ^c
Silvered (shown)	576 W 147	576 W 6147	576 W 610
BEIGE (dull)	576 W 247	576 W 6247	576 W 610

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 147



A ROUGH "TWEED" PAPER IS A SPLENDID

Foil for Gay Furnishings

17^c

A SINGLE ROLL

Best Quality

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ EMBOSSED
- ★ EXTRA HEAVY PAPER

The cost of an average 10 by 12-foot room is \$3.34 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

IF YOU WANT wallpaper that doesn't attract too much attention, but modestly remains in the background—just turn this page. Here's a paper that knows its place—lets drapes, slip-covers and pictures provide the color and pattern a room needs. Yet its rough "tweediness" with touches of Peach and Green gives this paper a personality all its own. Its color, Beige, makes a room seem warm and cozy . . . its lack of pattern gives an illusion of space. If your rooms are small, use this in your dining room, hall and living room—a plain paper makes them flow together—each will seem larger.

BEIGE. Harmonizes with Beige Home Furnishings in Wards General Catalog.

576 W 154—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs. 8 oz. . . . **34c**

576 W 6154—BORDER TO MATCH. 2½ inches wide. Shipping weight per yard 1 oz. Price per yard **6c**

576 W 611—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. **34c**

This pattern is sold only in Double Rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 154



A SILVERED BACKGROUND MAKES YOUR Walls Shine with Light

17^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Best Quality

★ FADEPROOF ★ WASHABLE ★ EMBOSSED
★ TRIM-EASY EDGE ★ EXTRA HEAVY PAPER

Banish Old Man Gloom from your rooms forever with this attractive paper. The diamond cut embossed background catches every ray of light—turns the walls to silver. Even the darkest corners of the room will look cheerful. The soft pastel coloring, the graceful sprays of flowers will give an air of daintiness to your bedroom. Yet the neutral background means you can use this paper with equally good taste in a dark dining room or living room. The many shaded accents in the paper furnish exciting color possibilities for curtains and slip-covers.

576 W 145—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 lbs. 8 oz. **34^c**

576 W 6145—BORDER TO MATCH. 3 inches wide. Shipping weight per yard 1 oz. Price per yd. **6^c**

576 W 610—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Ship. wt. 2 lbs. 8 oz. **34^c**

The cost of an average 10 by 12-ft. room is \$3.34 for Sidewall, Border and Ceiling. To estimate requirements, and the cost of papering a room, see Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 145

THIS IS ONE OF A COLORFUL ENSEMBLE

For Your Upstairs Rooms

Better Quality

- ★ FADEPROOF ★ TRIM-EASY EDGE
- ★ WASHABLE ★ HEAVY PAPER

To make it easy for you to ensemble papers, we had three papers created in soft Dusty Rose and Turquoise. This delicately colored paper, patterned with dainty Morning Glories climbing on Turquoise vines, will make your bedroom glow with warmth and color. To make the room even more colorful, tint your woodwork Dusty Rose to match. Let the harmonizing border put the finishing touch on a charming room. For an adjoining bedroom or hall, use the facing paper (Page 51); in the bathroom—the Turquoise paper on Page 52. This Morning Glory pattern also comes in Rose-Rust with Cream flowers on Green vines.

14^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.

YOUR CHOICE OF 2 BACKGROUND COLORS			
COLORS	SIDEWALL	BORDER	WHITE CEILING
	<i>Double Roll 16 yards long 18 in. wide Ship. wt. 2 lbs.</i>	<i>2$\frac{3}{8}$ inches wide Ship. wt. Yard 1 oz.</i>	<i>Harmonizes with Sidewall Double Roll Ship. wt. 2 lbs.</i>
	28 ^c	5 $\frac{1}{2}$ ^c	28 ^c
DUSTY ROSE	576 W 129	576 W 6129	576 W 881
ROSE-RUST	576 W 229	576 W 6229	576 W 881



SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 129





TURQUOISE AND DUSTY ROSE SCHEME

For a "Color-Planned" Home

14^c

A SINGLE ROLL

Better Quality

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ HEAVY PAPER

The cost of an average 10 by 12-foot room is \$2.84 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

THE HOME with charm and personality is the home that abounds with COLOR—not a mixture of many shades—but two or three carried throughout. Walls are the largest area in a room, so wallpaper should keynote a well-planned color scheme. This and the papers on Pages 50 and 52 make a Dusty Rose and Turquoise ensemble that does your color-planning for you. Use this smart new "gingham stripe" in either hall or bedroom. Repeat the color scheme in another bedroom with Morning Glory pattern on Page 50; in an adjoining bath—the Turquoise paper with Dusty Rose seashells on Page 52. You'll realize the beauty that color gives a home when you see these papers on your walls.

576 W 175—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs. . . . 28^c

576 W 6175—BORDER TO MATCH. 1¾ inches wide. Shipping weight per yard 1 ounce. Price per yd. 5½^c

576 W 881—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. . . . 28^c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 175



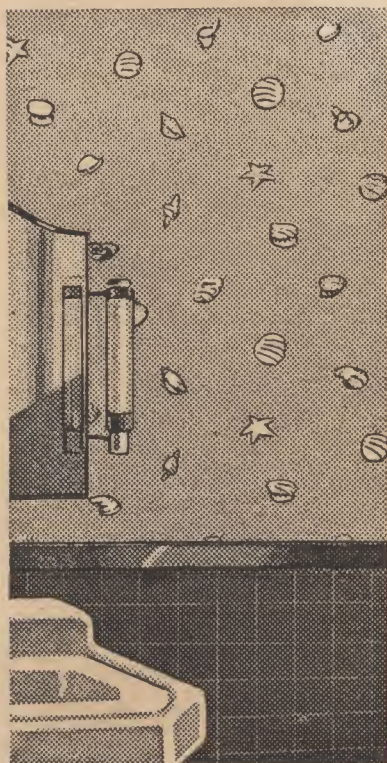
WHEN REDECORATING A BEDROOM, PAPER

A Bathroom to Harmonize

14^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Better Quality

- ★ FADEPROOF ★ TRIM-EASY EDGE
- ★ WASHABLE ★ HEAVY PAPER

Modern bathrooms feature colors that harmonize with the bedroom and hall adjoining. For example, this colorful paper was designed to go with the bedroom paper on Page 50, the hall paper on Page 51. Pink seashells on a deep Turquoise background, will give your bathroom a gay "seashore" atmosphere. To complete your color scheme, match your towels, shower curtain, bathmat, etc. to the wallpaper—the bathroom will be your most colorful room. If you prefer, you may have this paper in Dusty Rose with Turquoise seashells, or in Larkspur Blue with Pink seashells.

YOUR CHOICE OF 3 BACKGROUND COLORS

COLOR	SIDEWALL <i>Double Roll</i> 16 yards long 18 in. wide <i>Ship. wt. 2 lbs.</i>	BORDER 2 inches wide <i>Ship. wt.</i> <i>Yard 1 oz.</i>	WHITE CEILING <i>Harmonizes</i> <i>with Sidewall</i> <i>Double Roll</i> <i>Ship. wt. 2 lbs.</i>
	28 ^c	5 ¹ / ₂ ^c	28 ^c
TURQUOISE	576 W 131	576 W 6131	576 W 881
DUSTY ROSE	576 W 231	576 W 6231	576 W 881
LARKSPUR BLUE	576 W 331	576 W 6331	576 W 881

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 131

CHOOSE WHITE WITH ACCENTS OF COLOR

To Make a Bedroom Dainty

Better Quality

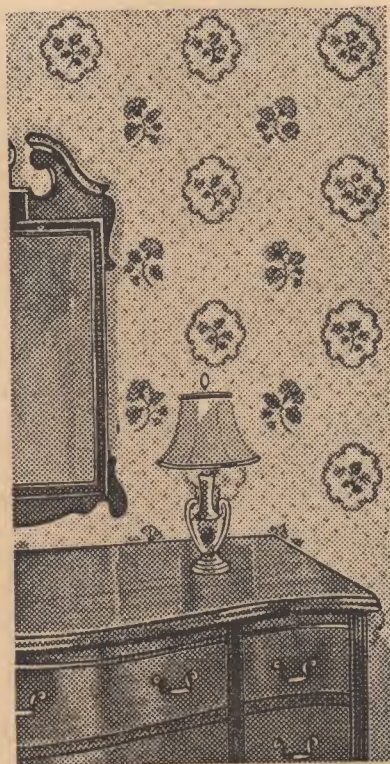
- ★ FADEPROOF ★ TRIM-EASY EDGE
- ★ WASHABLE ★ HEAVY PAPER

A sparkling White paper for your bedroom—makes it look fresh and dainty. Decorative Blue medallions enclose perky flowers in Rose and Green. With this paper, use sheer organdy curtains. Repeat Rose and Green in bedspread and dressing table skirt of flower-sprigged percale. Use the Blue paper facing this, in the nursery—accents of Rose, Green and Blue carry out your color scheme. For the hall—there's a Pink and Blue striped paper listed on Page 44. You may also buy this in Gray-blue—with White, Green and Rose flowers—for dining room or living room.

14^c

A SINGLE ROLL

This pattern is sold only in double rolls, 16 yards long, 18 inches wide.



YOUR CHOICE OF 2 BACKGROUND COLORS

COLOR	SIDEWALL <i>Double Roll 16 yards long 18 in. wide Ship. wt. 2 lbs.</i>	BORDER <i>2 inches wide Ship. wt. Yard 1 oz.</i>	WHITE CEILING <i>Harmonizes with Sidewall Double Roll Ship. wt. 2 lbs.</i>
	28 ^c	5 ¹ / ₂ ^c	28 ^c
WHITE	576 W 132	576 W 6132	576 W 881
Hydrangea Blue	576 W 232	576 W 6232	576 W 881

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 132





FACING BEDROOM PAPER GOES WITH THIS

Storybook Nursery Paper

14^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Better Quality

- ★ FADEPROOF ★ TRIM-EASY EDGE
- ★ WASHABLE ★ HEAVY PAPER

If the nursery is next to your room—join the two with a single color scheme. This charming pale Blue nursery paper has a pattern colored to match the facing bedroom paper. It's a paper tiny tots adore. They love to watch the storybook children at play; the frolicking lambs; the jolly puppies and rabbits romping together; the saucy ducks in their barnyard pool. Don't worry about sticky fingerprints showing on the pastel background. It's a washable paper—you can wipe away smudges with a damp cloth. You may also buy this pattern with a Pink or White background.

YOUR CHOICE OF 3 BACKGROUND COLORS

COLOR	SIDEWALL <i>Double Roll</i> 16 yards long 18 in. wide <i>Ship. wt. 2 lbs.</i>	BORDER <i>1 3/4 inches wide</i> <i>Ship. wt. Yard 1 oz.</i>	WHITE CEILING <i>Harmonizes with Sidewall Double Roll</i> <i>Ship. wt. 2 lbs.</i>
	28 ^c	5 1/2 ^c	28 ^c
BLUE	576 W 134	576 W 6134	576 W 881
WHITE	576 W 234	576 W 6234	576 W 881
PINK	576 W 334	576 W 6334	576 W 881

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 134

WHEN ENSEMBLING PATTERNS, ALWAYS

Include a Striped Paper

WHEN WE CREATED wall-paper ensembles we followed the rule, "At least one Stripe in every group." Why? Because stripes harmonize with all designs . . . with small florals, large florals, or scenics—striped papers complete a pattern scheme. This smart paper, in a warm shade of Coral, can be used in bedroom, hall or living room—it gives rooms more height. On Page 57 is listed the same stripe—the same color—with tiny bunches of roses. Use the plain stripe on three walls—the stripe with roses on the fourth wall. For adjoining rooms, we suggest 576 W 151 on Page 40, or 576 W 133 on Page 37. CORAL. Harmonizes with Coral Home Furnishings in Wards General Catalog.

576 W 115—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs. . . **22c**

576 W 6115—BORDER TO MATCH. $3\frac{3}{8}$ inches wide. Shipping weight per yard 1 ounce. Price per yard **5c**

576 W 875—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. . . **22c**

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

11c

A SINGLE ROLL

Good Quality

- ★ FADEPROOF
- ★ TRIM-EASY EDGE
- ★ STANDARD PAPER

The cost of an average 10 by 12-foot room is \$2.34 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 115





A SMART NEW SATIN-STRIPED PAPER

In Four Popular Colors

Good Quality

★ FADEPROOF ★ TRIM-EASY EDGE
★ STANDARD PAPER

11c
SINGLE ROLL

YELLOW

A soft cream yellow that makes a North room look warm and "sunshiny." Stripes give a room height. This same yellow striped paper with a tiny bouquet of roses added, is listed on Page 57. Border shown on sample on Page 55 is recolored to match this paper.

576 W 215—SIDEWALL. Double Roll. 16 yds. long, 18 in. wide. Ship. wt. 2 lbs. **22c**

576 W 6215—BORDER. Cutout $3\frac{3}{8}$ in. wide. Ship. wt. per yd. 1 oz. Price per yard **5c**

576 W 875—WHITE CEILING. Harmonizes with sidewall. Double Roll. Ship. ping weight 2 lbs. **22c**

GREEN

A cool shade of Green that makes a dark room light—a South room, refreshingly cool. For an adjoining bedroom use companion stripe with rosebuds on Page 57, or 576 W 133 on Page 37. Border shown on sample on Page 55 is recolored to match this paper.

576 W 315—SIDEWALL. Double Roll. 16 yds. long, 18 in. wide. Ship. wt. 2 lbs. **22c**

576 W 6315—BORDER. Cutout $3\frac{3}{8}$ in. wide. Ship. wt. per yard 1 oz. Price per yd. **5c**

576 W 875—WHITE CEILING. Harmonizes with sidewall. Double Roll. Ship. ping weight 2 lbs. **22c**

WHITE

NOTHING will make your home look as light and airy as sparkling white wall-paper with a gleaming silvery stripe. This same paper with a bouquet of rosebuds on it, is listed on Page 57. Border shown on sample on Page 55 is recolored to match this paper.

576 W 415—SIDEWALL. Double Roll. 16 yds. long, 18 in. wide. Ship. wt. 2 lbs. **22c**

576 W 6415—BORDER. Cutout $3\frac{3}{8}$ in. wide. Ship. wt. per yard 1 oz. Price per yd. **5c**

576 W 875—WHITE CEILING. Harmonizes with sidewall. Double Roll. Ship. ping weight 2 lbs. **22c**

BLUE

A soft shade of blue in a smart stripe with white accent notes—may be used in any room. Use this on 3 walls—the companion stripe with pink rosebuds (listed on Page 57) on the fourth wall. Border shown on sample on Page 55 is recolored to match this paper.

576 W 515—SIDEWALL. Double Roll. 16 yds. long, 18 in. wide. Ship. wt. 2 lbs. **22c**

576 W 6515—BORDER. Cutout $3\frac{3}{8}$ in. wide. Ship. wt. per yard 1 oz. Price per yd. **5c**

576 W 875—WHITE CEILING. Harmonizes with sidewall. Double Roll. Ship. ping weight 2 lbs. **22c**



A CHARMING FLORAL STRIPE—IN YOUR Choice of 5 Pastel Shades

11c

A SINGLE ROLL

Good Quality

- ★ FADEPROOF
- ★ TRIM-EASY EDGE
- ★ STANDARD PAPER

The cost of an average 10 by 12-foot room is \$2.34 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

THIS ATTRACTIVE striped paper, softened by a lacy pattern and tiny bunches of roses, is charming for your bedroom—the cool shade of Green is especially nice in a room with a Southern exposure. Of course, stripes lend height to the room. For an unusual effect—use this on the bed-wall, its companion paper (plain Green stripe on Page 56) on the other three walls. For an adjoining room, use 576 W 116 on Page 70, or 576 W 143 on Page 23. (See Pages 55 and 56 for these 5 colors in the plain stripe.)

YOUR CHOICE OF 5 BACKGROUND COLORS

COLOR	SIDEWALL <i>Double Roll 16 yards long 18 inches wide Ship. wt. 2 lbs.</i>	BORDER <i>2 3/4 inches wide Ship. wt. Yard 1 oz.</i>	WHITE CEILING <i>Harmonizes with Sidewall Double Roll Ship. wt. 2 lbs.</i>
	22c	5c	22c
SPRUCE GREEN	576 W 113	576 W 6113	576 W 875
GOLD	576 W 213	576 W 6213	576 W 875
CORAL	576 W 313	576 W 6313	576 W 875
WHITE	576 W 413	576 W 6413	576 W 875
Hydrangea Blue	576 W 513	576 W 6513	576 W 875

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 113



A FAVORITE COLOR—A FAVORITE DESIGN

Creates a Friendly Air

14^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Better Quality

★ FADEPROOF

★ TRIM-EASY EDGE

★ WASHABLE

★ HEAVY PAPER

The practical home-maker likes wallpaper with an all-over pattern that doesn't show soil. She also likes Beige—it blends with any color scheme—gives rooms a warm, friendly air. So, we put two and two together—the result is this paper that combines a favorite pattern with a favorite color. Use it throughout your downstairs—all the rooms will gain in size. The “needlepoint” pattern goes well with both Period and Modern furnishings. Pick up the Green, Yellow and Orange accents—repeat them in plain-colored draperies and rugs to give your rooms color harmony.

576 W 136—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight, 2 lbs.

28^c

576 W 6136—BORDER TO MATCH. 23 $\frac{3}{8}$ inches wide. Shipping weight, per yard, 1 oz. Price per yd.

5 $\frac{1}{2}$ ^c

576 W 882—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Ship. wt., 2 lbs.

28^c

The cost of an average 10 by 12-ft. room is \$2.84 for Sidewall, Border and Ceiling. To estimate requirements, and the cost of papering a room, see Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 136



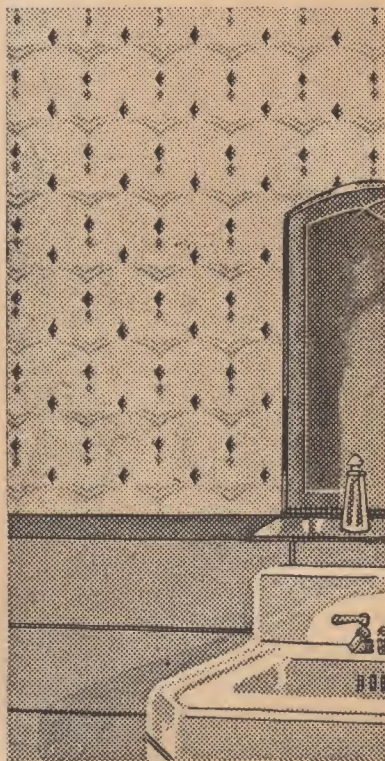
FOR POPULAR RED AND WHITE KITCHEN

Paper in the Modern Mood

14^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Better Quality

- ★ FADEPROOF ★ TRIM-EASY EDGE
- ★ WASHABLE ★ HEAVY PAPER

A paper as new as tomorrow puts today's kitchen into a spirited mood. The trim geometric pattern fits neatly into the modern kitchen with its clean-cut look of efficiency. The sparkling White background carries on the cleanly appearance of the kitchen that has a stove, refrigerator, and rows of cabinets all in White. For color, we've used splashes of the ever-popular Red—which you can so effectively carry further in towels, curtains, linoleum, etc. To paper your kitchen with this practical washable paper costs as little as 49c more than a non-washable paper.

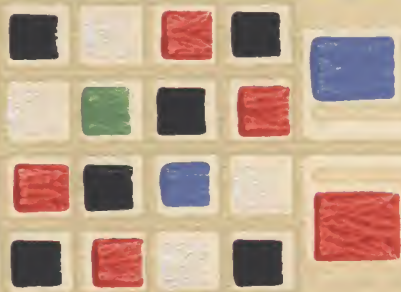
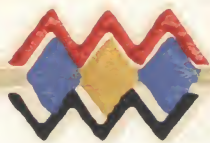
576 W 137—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs. . . . **28c**

576 W 6137—BORDER TO MATCH. 2½ inches wide. Shipping weight per yard 1 oz. Price per yd. **5½c**

576 W 881—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Ship. wt. 2 lbs. . . . **28c**

The cost of an average 10 by 12-ft. room is \$2.84 for Sidewall, Border and Ceiling. To estimate requirements, and the cost of papering a room, see Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 137



COLORFUL NEW WALLPAPER IS A GAY

Tonic for Dull Kitchens

11^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.

Good Quality

★ FADEPROOF ★ TRIM-EASY EDGE
★ STANDARD PAPER

The kitchen may be your workshop—but it needn't look like one . . . not while you can buy wallpaper as gay as this. It will make your kitchen look like a smart pine-paneled den. So you'll remember you're in the kitchen, in the background of the paper are shelves full of dishes, and bright clusters of fruit. For an even more colorful effect harmonize curtains, towels and knick-knacks to the tones of the fruit. Walls in this shade of Beige will add warmth to your room. If your kitchen is sunny, you may prefer this paper with a cool Green or Gray background.



YOUR CHOICE OF 3 BACKGROUND COLORS

COLOR	SIDEWALL <i>Double Roll</i> 16 yards long 18 in. wide <i>Ship. wt. 2 lbs.</i>	BORDER <i>2¼ inches</i> wide <i>Ship. wt.</i> <i>Yard 1 oz.</i>	WHITE CEILING <i>Harmonizes</i> <i>with Sidewall</i> <i>Double Roll</i> <i>Ship. wt. 2 lbs.</i>
	22 ^c	5 ^c	22 ^c
BEIGE	576 W 123	576 W 6123	576 W 875
SPRUCE GREEN	576 W 223	576 W 6223	576 W 875
GRAY	576 W 323	576 W 6323	576 W 875

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 123



IT'S BLUE WALLS WITH APPLE BLOSSOMS

For a Charming Bedroom

11c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Good Quality

★ FADEPROOF ★ TRIM-EASY EDGE
★ STANDARD PAPER

Here's a paper that brings pale pink apple blossoms right into your room, and displays them against a soft blue background that makes a room seem cool and restful. Since pink and blue lead the color parade, it's easy to find harmonizing room accessories. Choose curtains and bedspread in the paper's deepest shade of rose—a rug in deeper blue . . . you'll have the loveliest room imaginable. For another bedroom or an adjacent hall, see 576 W 115 on Page 55

FRENCH BLUE. Harmonizes with FRENCH BLUE Home Furnishings in Wards General Catalog.

576 W 114—SIDEWALL. Double
Roll, 16 yards long, 18 inches wide.
Shipping weight 2 lbs . . . 22c

576 W 6114—BORDER TO MATCH.
2½ inches wide. Ship. wt. per yard
1 oz. Price per yard . . . 5c

576 W 875—WHITE CEILING. Har-
monizes with the sidewall. Double
Roll. Ship. wt. 2 lbs. . . . 22c

*The cost of an aver-
age 10 by 12-ft. room
is \$2.34 for Sidewall,
Border and Ceiling.
To estimate require-
ments, and the cost
of papering a room,
see Page 88. Paper 3
rooms and paint your
woodwork for as
little as \$2 a month.
See Page 5.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 114



DAILY CHORES BECOME A PLEASURE

In a Colorful Kitchen

11^c

A SINGLE ROLL

Good Quality

- ★ FADEPROOF
- ★ TRIM-EASY EDGE
- ★ STANDARD PAPER

The cost of an average 10 by 12-foot room is \$2.34 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

JUST AS AN artist needs a North light in his workroom, a woman needs color in her kitchen. Bore some tasks will fly, in pleasant surroundings. Capture the gaiety of Old Mexico in your walls—choose this paper with its bright Fiesta accents on Eggshell. (The background is more practical than White—gives a room as much light, but more warmth.) These popular shades of Yellow, Green, Red and Blue, are easy to match in curtains, towels and linoleum. Fill your shelves with Mexican pottery; the window ledge with pots of cactus or ivy. Use the colorful border both at the ceiling and as a shelf trim. Your kitchen will be so attractive, you'll hate to leave it at the end of the day.

YOUR CHOICE OF 2 BACKGROUND COLORS

COLOR	SIDEWALL <i>Double Roll 16 yards long 18 in. wide Ship. wt. 2 lbs.</i>	BORDER <i>2 3/8 in. wide Ship. wt. Yard 1 oz.</i>	WHITE CEILING <i>Harmonizes with Sidewall Double Roll Ship. wt. 2 lbs.</i>
	22 ^c	5 ^c	22 ^c
EGGSHELL	576 W 125	576 W 6125	576 W 875
CREAM	576 W 225	576 W 6225	576 W 875

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 125



WARM GOLDEN PAPER ON THE WALLS

Gives Rooms a "Sunny" Look

11c

A SINGLE ROLL

Good Quality

- ★ FADEPROOF
- ★ TRIM-EASY EDGE
- ★ STANDARD PAPER

The cost of an average 10 by 12-foot room is \$2.34 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

A DARK BEDROOM? It needn't be—when a few rolls of this Yellow-Gold paper can make it look sunny 24 hours of the day! Wherever you use this paper, you'll be delighted with the warm, cheerful atmosphere it creates. The dainty floral pattern will make a small room seem larger. For contrast against the Gold colored walls, use a dressing table skirt and billowy curtains in pale Green Organdy—your room will look as fresh and bright as an armful of daffodils. You may also have this paper in Peach with a Blue bow; Spruce Green with a White bow, or Larkspur Blue with a Peach bow.

YOUR CHOICE OF 4 BACKGROUND COLORS

COLOR	SIDEWALL <i>Double Roll 16 yards long 18 in. wide Ship. wt. 2 lbs.</i> 22c	BORDER <i>2½ inches wide Ship. wt. Tard 1 oz.</i> 5c	WHITE CEILING <i>Harmonizes with Sidewall Double Roll Ship. wt. 2 lbs.</i> 22c
GOLD	576 W 117	576 W 6117	576 W 875
PEACH	576 W 217	576 W 6217	576 W 875
SPRUCE GREEN	576 W 317	576 W 6317	576 W 875
LARKSPUR BLUE	576 W 417	576 W 6417	576 W 875

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 117



TINY OLD-FASHIONED FLORAL PATTERN—

Quaint in Dormer Rooms

11^c

A SINGLE ROLL

Good Quality

- ★ FADEPROOF
- ★ TRIM-EASY EDGE
- ★ STANDARD PAPER

The cost of an average 10 by 12-foot room is \$2.34 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

THIS DAINTY paper was created especially for your smallest bedroom. The tiny floral pattern not only makes a small room look larger, but gives it a prettily old-fashioned air. Carry out this quaint atmosphere—fill the room with antiques you may have stored away. Most effective in a dormer room—this paper should be carried over the wall-slope — broken lines seem to disappear under a small pattern. The many-shaded flowers will harmonize with any color scheme you may have. The Ivory silvered background sparkles when the sun touches it—making a room radiantly light. You may also buy this with a White, silvered background; and with dull, Pink or Blue backgrounds.

YOUR CHOICE OF 4 BACKGROUNDS

COLOR	SIDEWALL <i>Double Roll</i> 16 yards long 18 in. wide. Shpg. wt. 2 lbs.	BORDER 2 $\frac{3}{8}$ inches wide Ship. wt. Yard 1 oz.	WHITE CEILING <i>Harmonizes with Sidewall</i> <i>Double Roll</i> Ship. wt. 2 lbs.
	22 ^c	5 ^c	22 ^c
IVORY (silvered)	576 W 118	576 W 6118	576 W 875
WHITE (silvered)	576 W 218	576 W 6218	576 W 875
DUSTY ROSE (dull)	576 W 318	576 W 6318	576 W 875
HYDRANGEA BLUE (dull)	576 W 418	576 W 6418	576 W 875

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 118



IF YOU DISCOVER YOUR HOME IS DRAB

Give Walls a Tonic—Color

11c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Good Quality

★ FADEPROOF ★ TRIM-EASY EDGE
★ STANDARD PAPER

When you find yourself examining your home with a cold critical eye, and think, "These rooms certainly look drab"—what they need most is COLOR! The quickest and most economical way of bringing color into rooms is to treat them to new wallpaper. In a warm shade of tan, with a floral design in bright autumn shades, this paper will make your rooms glow with color. If rooms are large, this makes them seem smaller and cozier. It harmonizes beautifully with drapes, rugs and upholstery in shades of Green, Brown and Rust. With this use 576 W 154 on Page 48.

576 W 121—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs. 22c

576 W 6121—BORDER TO MATCH. $3\frac{1}{4}$ inches wide. Shipping weight per yard 1 oz. Price per yd. 5c

576 W 876—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 22c

The cost of an average 10 by 12-ft. room is \$2.34 for Sidewall, Border and Ceiling. To estimate requirements, and the cost of papering a room, see Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 121



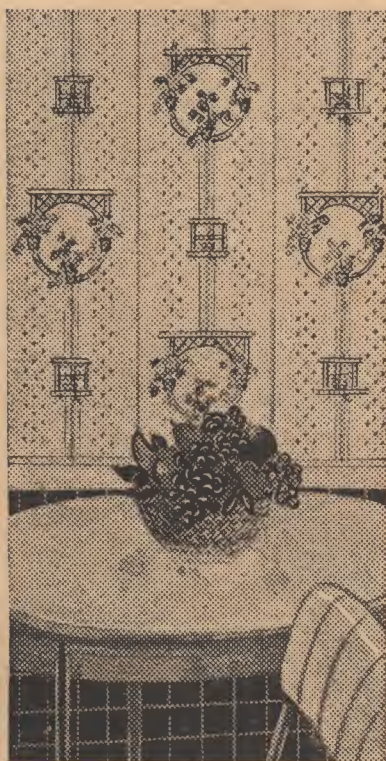
IF YOUR KITCHEN IS CHEERFUL

Dull Work Becomes Fun

11c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Good Quality

★ FADEPROOF ★ TRIM-EASY EDGE
★ STANDARD PAPER

Have you noticed the cheerful look of homes with pots of ivy scattered about? So cheerful it gave us an inspiration for the room that needs cheering up the most—the kitchen. Here's the result—a wallpaper that boasts bright red pots filled with ivy against a warm yellow background. This paper will make your kitchen look so gay, kitchen tasks will almost be fun. Carry out your color scheme with curtains, towels and trims in Red or Green. The harmonizing border makes a smart shelf trim. Or, use this paper in the breakfast room—it's a sure cure for breakfast table yawns.

YOUR CHOICE OF 2 BACKGROUND COLORS

COLOR	SIDEWALL	BORDER	WHITE CEILING
	<i>Double Roll 16 yards long 18 in. wide Ship. wt. 2 lbs.</i>	<i>1 7/8 inches wide Ship. wt. per yard 1 oz.</i>	<i>Harmonizes with Sidewall Double Roll Ship. wt. 2 lbs.</i>
	22c	5c	22c
YELLOW	576 W 126	576 W 6126	576 W 875
GREEN	576 W 226	576 W 6226	576 W 875

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 126



At Least One Rose Room

11^c

A SINGLE ROLL

Good Quality

- ★ FADEPROOF
- ★ TRIM-EASY EDGE
- ★ STANDARD PAPER

The cost of an average 10 by 12-foot room is \$2.34 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

RANGING FROM deep shades to pastels, Pink and Blue are being featured in all the Home Furnishing Shows that forecast decorating styles for 1941. We have created so many wallpapers in these colors, you can paper every room in shades of Pink and Blue. Here's one of our nicest—a charming bedroom paper in dusty pink with a froth of blue-centered Morning Glories . . . it gives a room lots of warmth and light. For perfect color harmony, do another bedroom in 576 W 128 on Page 21, or for a child's room, use 576 W 134 on Page 54. For an adjacent hall, try 576 W 142 on Page 13.

DUSTY ROSE. Harmonizes with Dusty Rose Home Furnishings in Wards General Catalog.

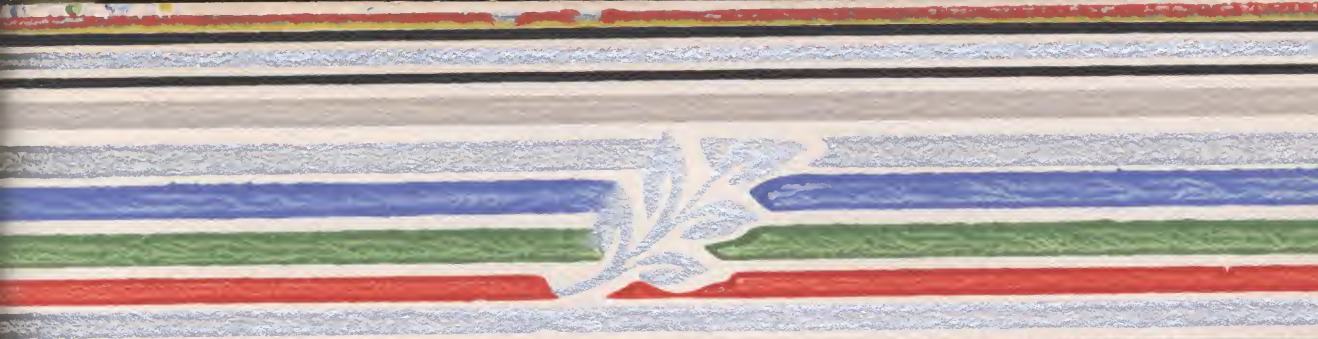
576 W 119—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs. . . . 22^c

576 W 6119—BORDER TO MATCH. 4 inches wide. Shipping weight per yard 1 oz. Price per yard 5^c

576 W 875—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. . . . 22^c

This pattern is sold only in Double Rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 119



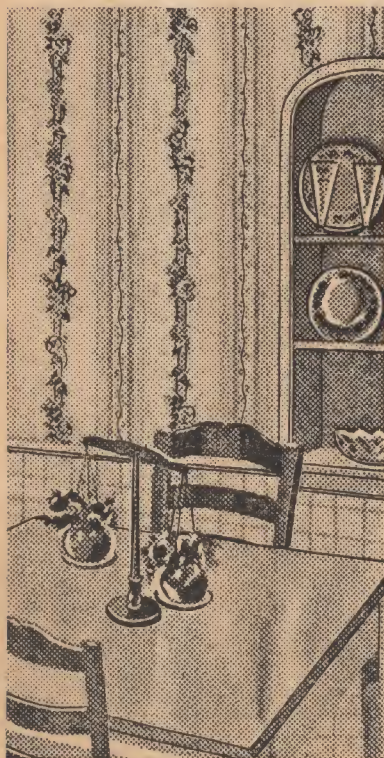
A STRIPE THAT'S SMART—COLORFUL—

It's a Paper of Many Uses

11c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Good Quality

★ FADEPROOF ★ TRIM-EASY EDGE
★ STANDARD PAPER

Stripes are in the spotlight for 1941! There are wide, narrow and floral stripes—all with two decorating functions. First, stripes complete any pattern scheme in draperies or companion papers—harmonize with florals, diagonals and scenics. Secondly, they add height to a low-ceilinged room. As new as tomorrow is this smart paper with alternating bands of gray, and bright flowers. It will make a kitchen, breakfast room or bedroom sparkle with light and color. This pattern also comes in pale Blue with Pink and White flowers, or deep Peach with Cream flowers.

YOUR CHOICE OF 3 BACKGROUND COLORS

COLOR	SIDEWALL <i>Double Roll 16 yards long 18 in. wide Ship. wt. 2 lbs.</i>	BORDER <i>1 7/8 inches wide Ship. wt. Yard 1 oz.</i>	WHITE CEILING <i>Harmonizes with Sidewall Double Roll Ship. wt. 2 lbs.</i>
	22c	5c	22c
WHITE	576 W 124	576 W 6124	576 W 875
Hydrangea Blue	576 W 224	576 W 6224	576 W 875
PEACH	576 W 324	576 W 6324	576 W 875

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 124



WARM COLORING AND A LARGE PATTERN

Make Rooms Seem Cozier

11c

A SINGLE ROLL

This pattern sold only in double rolls,
16 yards long, 18 inches wide.



Good Quality

★ FADEPROOF ★ TRIM-EASY EDGE
★ STANDARD PAPER

Create warmth in a large room—and you've made it seem cozier and more informal. This richly colored paper, with its accents of Peach and Gold on Beige, will make rooms glow with warmth. The large leaf pattern tends to reduce the size of rooms—to bring down high ceilings. Neutral in coloring, this paper will go with almost any color scheme. Set off the splashy pattern with plain draperies and rug in deep Rust, Green or Brown. Use this throughout your downstairs; or put it in the dining room, and, for contrast, the more formal paper on Page 79 in the living room.

576 W 120—SIDEWALL. Double
Roll, 16 yards long, 18 inches wide.
Shipping weight 2 lbs. 22c

576 W 6120—BORDER TO MATCH.
2 $\frac{1}{8}$ inches wide. Shipping weight,
per yard, 1 oz. Price per yd. . . . 5c

576 W 876—IVORY CEILING. Har-
monizes with the sidewall. Double
Roll. Ship. wt. 2 lbs. 22c

The cost of an average 10 by 12-ft. room is \$2.34 for Sidewall, Border and Ceiling. To estimate requirements, and the cost of papering a room, see Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 120



PALE ORCHID WALLS CREATE AN AIR OF Coolness in a South Room

11c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Good Quality

★ FADEPROOF ★ TRIM-EASY EDGE
★ STANDARD PAPER

You'll wake with a smile, if your first glance falls on soft orchid walls. It's a color that's restful, cool—altogether pleasant to live with. Coral, Green and Yellow in the graceful sprays of lilies, are bright, contrasting notes—repeat them in curtains, bedspread and slip covers for perfect color harmony. You'll like this paper especially in a South bedroom where coolness is essential. If papering several bedrooms, harmonizing papers in Spruce Green and Coral are shown on Pages 37 and 23. For a bathroom adjoining the Orchid bedroom, use Turquoise paper on Page 52.

576 W 116—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs. . . 22c

576 W 6116—BORDER TO MATCH. 3 inches wide. Shipping weight per yard 1 oz. Price per yard . . . 5c

576 W 875—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 22c

The cost of an average 10 by 12-ft. room is \$2.34 for Sidewall, Border and Ceiling. To estimate requirements, and the cost of papering a room, see Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 116



AN ATTRACTIVE NEEDLEPOINT PATTERN—

Adds a Note of Elegance

11^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Good Quality

★ FADEPROOF ★ TRIM-EASY EDGE
★ STANDARD PAPER

As elegant as old tapestry—as quaint as one of Grandmother's samplers, is this delicate needlepoint pattern. In Beige, with a hint of Blue, Peach, Green and Yellow, this paper fits in with any color scheme. For perfect harmony, pick up the accent notes for upholstery and draperies. The all-over pattern is practical because smudges are less noticeable. Use this in living room and dining room—a “scenic,” Page 47, in hall . . three rooms can be done for as little as \$8.02.

BEIGE. Harmonizes with Beige Home Furnishings in Wards General Catalog.

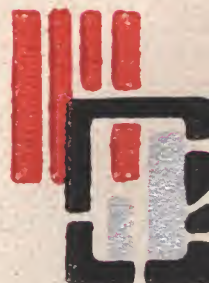
576 W 122—SIDEWALL. Double
Roll. 16 yards long, 18 inches wide.
Shipping weight 2 lbs. 22^c

576 W 6122—BORDER TO MATCH.
2½ inches wide. Shipping weight
per yard 1 oz. Price per yd. 5^c

576 W 876—IVORY CEILING. Harmonizes with the sidewall. Double
Roll. Shipping weight 2 lbs. 22^c

The cost of an average 10 by 12-ft. room is \$2.34 for Sidewall, Border and Ceiling. To estimate requirements, and the cost of papering a room, see Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 122



DURING 1940, THIS SMART PAPER WAS THE

Choice of 40,000 Women

8c

A SINGLE ROLL

Good Quality

- ★ FADEPROOF
- ★ TRIM-EASY EDGE
- ★ STANDARD PAPER

40,000 WOMEN used this smart paper in their 1940 decorating—it was the most popular kitchen paper in our line. Because its style and coloring are as good this year as last—we offer this paper again for 1941. Why was it popular? For several reasons! White is always the favorite color for kitchen walls—it makes the room look clean and sparkling. The trim geometric pattern carries out the neat, efficient air of today's kitchens. Gay Fiesta accents are bright and cheerful—harmonize with any color scheme. Last, but not least, of the reasons—it's so inexpensive! You can paper an average room for as little as \$1.84. This also makes an attractive bathroom or breakfast room paper.

The cost of an average 10 by 12-foot room is \$1.84 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

576 W 111—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs. . . . **16c**

576 W 6111—BORDER TO MATCH. 2½ inches wide. Shipping weight per yard 1 ounce. Price per yard **4½c**

576 W 600—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. . . **16c**

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 111



A "SCENIC" IN WARM AUTUMN TONES

Gives Walls New Interest

8c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Good Quality

★ FADEPROOF ★ TRIM-EASY EDGE

★ STANDARD PAPER

"Scenic" papers are always popular because interesting scenes on the wall seem to carry us far away from the workaday world. Especially pleasant is this paper with its old mill, its rustic covered well, its familiar country scenes in brilliant autumn colors—shades that go well with most decorating schemes. You'll like this in your hall—it gives a hospitable "first impression" of your home. If the hall is large, bare-looking—it will gain warmth and interest—the large pattern makes it seem smaller. In the living room or dining room, this will look best with plain drapes and rug.

576 W 108—SIDEWALL. Double
Roll. 16 yards long, 18 inches wide.
Shipping weight 2 lbs. . . . 16c

576 W 6108—BORDER TO MATCH.
2½ inches wide. Shipping weight
per yd. 1 oz. Price per yard. 4½c

576 W 601—IVORY CEILING. Har-
monizes with the sidewall. Double
Roll. Ship. wt. 2 lbs. . . . 16c

*The cost of an aver-
age 10 by 12-ft. room
is \$1.84 for Sidewall,
Border and Ceiling.
To estimate require-
ments, and the cost
of papering a room
see Page 88. Paper 3
rooms and paint your
woodwork for a
little as \$2 a month.
See Page 5.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 108



FOR A DAINTY BEDROOM—PAPER THAT

Is Easy On The Budget

8^c

A SINGLE ROLL

Good Quality

- ★ FADEPROOF
- ★ TRIM-EASY EDGE
- ★ STANDARD PAPER

The cost of an average 10 by 12-foot room is \$1.84 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

WITH ONE EYE on the budget, the other on that bedroom that needs repapering so badly, you may think you have a problem. It's a problem that will melt away when you look at the price of this charming paper. In pale blue, with little nosegays of pink rosebuds (and, incidentally, shades of pink and blue are the season's smartest colors), it's a paper that will make your room look dainty and feminine. If yours is a room with a Southern exposure—Blue will keep it cool-looking even when the sun pours in. Just wink at your budget when you buy this—you can paper a room for as little as \$1.84. LARKSPUR BLUE. Harmonizes with Larkspur Blue Home Furnishings in Wards General Catalog.

576 W 106—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs. . 16^c

576 W 6106—BORDER TO MATCH. 2¼ inches wide. Shipping weight per yard 1 oz. Price per yard 4½^c

576 W 600—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. . 16^c

This pattern is sold only in double rolls, which are 16 yards long, and 8 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 106



SOFT, MISTY COLORS GIVE THIS PAPER

An Air of Quaint Charm

8c

A SINGLE ROLL

Good Quality

- ★ FADEPROOF
- ★ TRIM-EASY EDGE
- ★ STANDARD PAPER

The cost of an average 10 by 12-foot room is \$1.84 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

THE BLURRED coloring of flowers in the rain gives this paper a charming old-fashioned flavor. It would be happiest in a bedroom with a spool bed, braided rugs and a patchwork quilt of Grandmother's. The soft cream background with a hint of silver, gives as much light as a white background—but more warmth. So, this paper is especially pleasant in a North room. The small pattern should be used in a fairly tiny room, where it will add size. Pick up the Peach, Green, Blue or Yellow shades in the flowers and use them in other room accessories to give your room true color harmony. 576 W 118 on Page 64 is a nice harmonizing paper for an adjoining room.

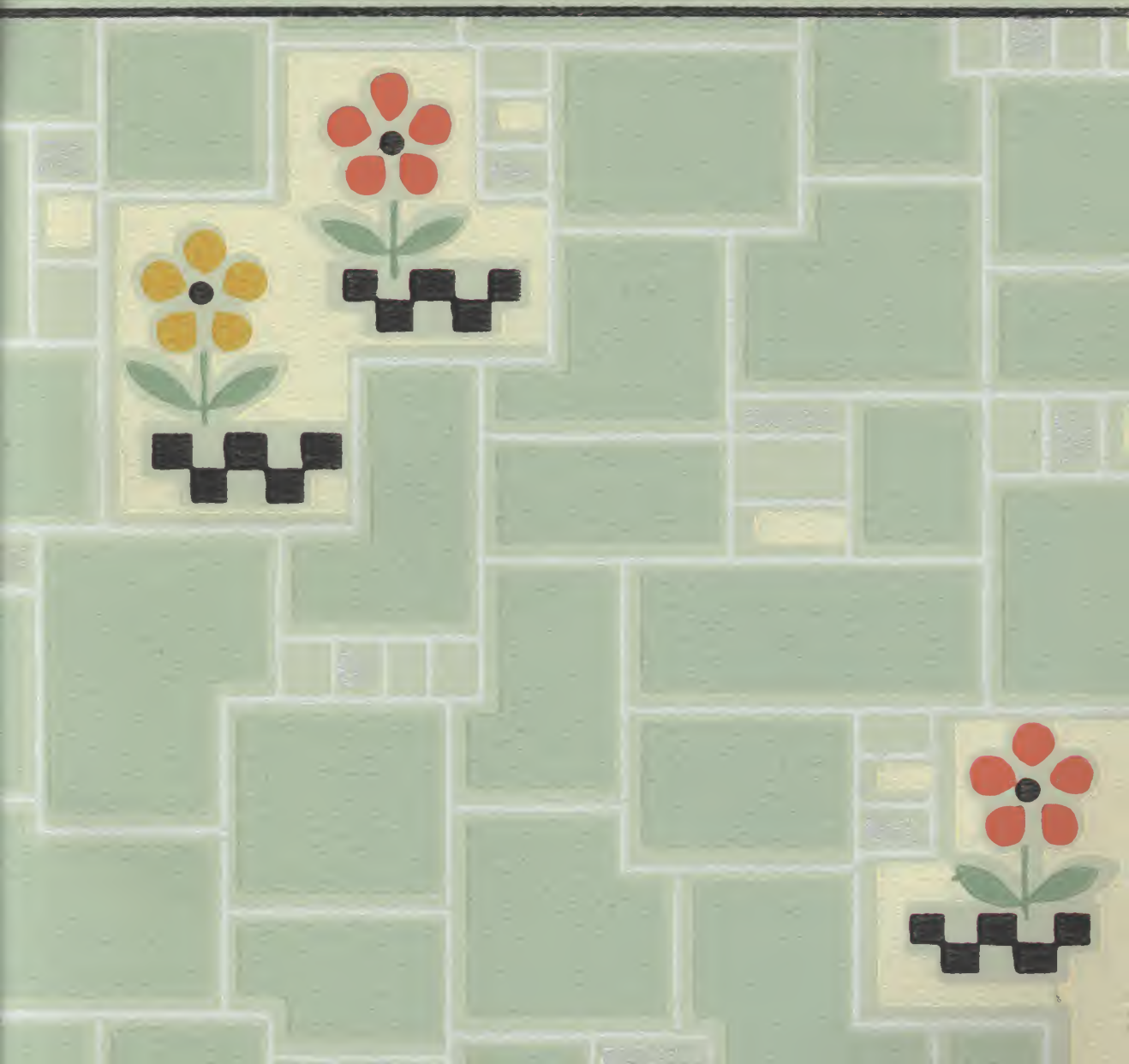
576 W 103—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs. . . 16c

576 W 6103—BORDER TO MATCH. 2½ inches wide. Shipping weight per yard 1 ounce. Price per yd. 4½c

576 W 600—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. . . 16c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 103



YOUR HOME GAINS A "NEW" ROOM WHEN

Color Enters the Kitchen

8c

A SINGLE ROLL

Good Quality

- ★ FADEPROOF
- ★ TRIM-EASY EDGE
- ★ STANDARD PAPER

TOUCH the magic wand of color to your kitchen—and your home gains an attractive new room! In the popular kitchen shade, Green, with a perky little flower pattern, this paper lends so much light and cheer, you'll really enjoy kitchen work. But, don't stop with the walls—paint your woodwork White; pick up the Coral in the wallpaper for curtains; arrange pots of ivy or bright geraniums in the window—yours will be the gayest kitchen you've ever seen. If you prefer Yellow or Ivory walls—this paper comes in both—the flowers are colored the same. And here's a surprise—you can paper your kitchen for as little as \$1.84.

The cost of an average 10 by 12-foot room is \$1.84 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

YOUR CHOICE OF 3 BACKGROUND COLORS

COLOR	SIDEWALL <i>Double Roll 16 yards long 18 in. wide Ship. wt. 2 lbs.</i>	BORDER <i>2 3/8 inches wide Ship. wt. Tard 1 oz.</i>	WHITE CEILING <i>Harmonizes with Sidewall Double Roll Ship. wt. 2 lbs.</i>
	16c	4 1/2c	16c
SPRUCE GREEN	576 W 110	576 W 6110	576 W 600
YELLOW	576 W 210	576 W 6210	576 W 600
IVORY	576 W 310	576 W 6310	576 W 600

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 110



A LITTLE FLORAL PATTERN IS PERFECT

For the Small Bedroom

8c

A SINGLE ROLL

Good Quality

- ★ FADEPROOF
- ★ TRIM-EASY EDGE
- ★ STANDARD PAPER

The cost of an average 10 by 12-foot room is \$1.84 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

LIKE one of Grandmother's patchwork quilts, this has a quaint, old-fashioned air. Gayly colored nosegays that look like tiny Colonial bouquets, are perfect for a small bedroom—will make it look much larger. The variegated background pattern, in shades of Beige and Cream, provides warmth and interest. For perfect color harmony—repeat the Blue and Pink accent notes of this paper in adjoining bedrooms. Make a colorful ensemble of this, with the Blue paper, 576 W 106 on Page 74, and the Pink paper, 576 W 318 on Page 64. The amazing part is, \$6.02 will furnish enough of these papers for 3 average size rooms. If you prefer, you may have this with a Gray and Blue background.

BEIGE. Harmonizes with BEIGE Home Furnishings in Wards General Catalog.

YOUR CHOICE OF 2 BACKGROUND COLORS

COLOR	SIDEWALL <i>Double Roll 16 yards long 18 in. wide Ship. wt. 2 lbs.</i>	BORDER <i>2¾ inches wide Ship. wt. 1 oz.</i>	WHITE CEILING <i>Harmonizes with Sidewall Double Roll Ship. wt. 2 lbs.</i>
	16c	4½c	16c
BEIGE	576 W 104	576 W 6104	576 W 600
GRAY	576 W 204	576 W 6204	576 W 600

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 104



MAKES A COOL—AIRY—LIGHT EFFECT—

Small Rooms Gain Size

8c

A SINGLE ROLL

Good Quality

- ★ FADEPROOF
- ★ TRIM-EASY EDGE
- ★ STANDARD PAPER

The cost of an average 10 by 12-foot room is \$1.84 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

NOSEGAYS, as dainty as those on Grandmother's hand-painted china, decorate this charming bedroom paper. The White background will give your room a feeling of light and coolness—the small pattern makes a room seem larger. For a harmonious room, key your color scheme in curtains, bedspread and slip-covers to the many-shaded flowers. If you want to keep your room light—use ruffy White curtains. Accessories in a deep shade of Coral give it more warmth. For a cool, but colorful room—match accessories to the Blue or Green in the paper. In another room, use the harmonizing pattern on Page 57, in Blue, Green or Coral. You may also have this paper in warm Ivory.

YOUR CHOICE OF 2 BACKGROUND COLORS

COLOR	SIDEWALL <i>Double Roll 16 yards long 18 in. wide Ship. wt. 2 lbs.</i>	BORDER <i>3 inches wide Ship. wt. Yard 1 oz.</i>	WHITE CEILING <i>Harmonizes with Sidewall Double Roll Ship. wt. 2 lbs.</i>
	16c	4½c	16c
WHITE	576 W 105	576 W 6105	576 W 600
IVORY	576 W 205	576 W 6205	576 W 600

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 105



SUBTLE COLOR AND DESIGN—A QUIET

Background for Living

8^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide



Good Quality

★ FADEPROOF ★ TRIM-EASY EDGE
★ STANDARD PAPER

Does your "living" room live up to its name? If not, it's easy to make it inviting—a room guests describe as "so pleasant." Start with this Beige paper—it makes a subtle background for deep colors, striking patterns in your furnishings. If the room is large and cold, this paper adds warmth—deep red draperies and rug will make the room glow with color. Slip-cover chairs and sofa in Red, with a splashy floral or stripe pattern in Green or Blue—your room will look like new. BEIGE—Harmonizes with Beige Home Furnishings in Wards General Catalog.

576 W 109—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs.

16^c

576 W 6109—BORDER TO MATCH. 2¾ inches wide. Shipping weight per yard 1 oz. Price per yd.

4½^c

576 W 600—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs.

16^c

The cost of an average 10 by 12-ft. room is \$1.84 for Sidewall, Border and Ceiling. To estimate requirements, and the cost of papering a room, see Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 109

FOR THAT NEW TOUCH YOUR HOME NEEDS

Choose a Peach Wallpaper

A NEW HAT gives the Career Girl a "lift"—something new for your home does the same for you. You'll be amazed at the change new wallpaper will make in your rooms. And, it's so inexpensive you can indulge every color whim. Take your bedroom—let this warm Peach paper furnish the color. Use with it white curtains and bedspread. With these accessories, you can have a new color scheme every year—just by changing the wallpaper at very little expense. Or, if you can scrimp on your budget—do another bedroom with 576 W 133 on Page 37, or 576 W 114 on Page 61.

PEACH. Harmonizes with PEACH Home Furnishings in Wards General Catalog.

576 W 107—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs. : **16c**

576 W 6107—BORDER TO MATCH. 2¼ inches wide. Shipping weight per yard 1 ounce. Price per yard **4½c**

576 W 600—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. : **16c**

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

8c

A SINGLE ROLL

Good Quality

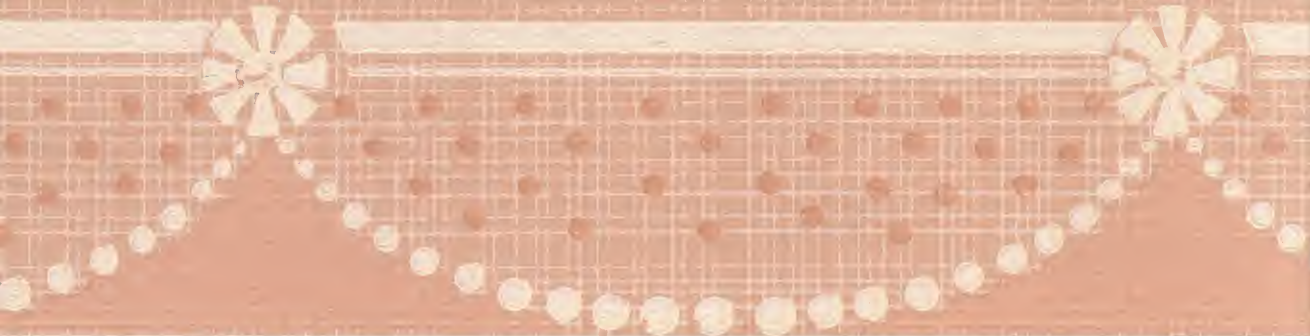
★ FADEPROOF

★ TRIM-EASY EDGE

★ STANDARD PAPER

The cost of an average 10 by 12-foot room is \$1.84 for Sidewall, Border and Ceiling. To estimate your requirements, and the cost of papering your own room, see Chart on Page 88. Paper 3 rooms and paint your woodwork for as little as \$2 a month. See Page 5.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 107





PLAID, WITH DAINTY FLORAL PATTERN—

Your Choice of 3 Colors

8^c
SINGLE ROLL

Good Quality

★ FADEPROOF ★ TRIM-EASY EDGE
★ STANDARD PAPER

SPRUCE GREEN

A quaint little flower pattern on Green is especially nice with Early American furnishings. The color is cool—makes a South room look fresh and airy. You'll like this paper equally well in your bedroom, hall or dining room. Border on Page 80 is recolored to match this paper. Paper is sold only in double rolls.

576 W 207—SIDEWALL. Double Roll, 16 yds. long, 18 in. wide. Ship. wt. 2 lbs. **16c**

576 W 6207—BORDER. 2¼ in. wide. Shipping weight, per yard, 1 oz. Yard **4½c**

576 W 600—WHITE CEILING. Harmonizes with sidewall. Double Roll. Shipping weight 2 pounds **16c**

GOLD

The creamy Gold shade will lighten a Dark North room—give it warmth. The small pattern makes rooms seem much larger. A tiny pattern is most effective in a dormer room—carry the paper over the wall-slope. Border on Page 80 is recolored to match this paper. Paper is sold only in double rolls.

576 W 307—SIDEWALL. Double Roll, 16 yds. long, 18 in. wide. Ship. wt. 2 lbs. **16c**

576 W 6307—BORDER. 2¼ in. wide. Shipping weight, per yard, 1 oz. Yard **4½c**

576 W 600—WHITE CEILING. Harmonizes with sidewall. Double Roll. Shipping weight 2 pounds **16c**

LARKSPUR BLUE

Blue, the ever-popular bedroom color, with a crisp, white flower pattern on a soft plaid background. Both the cool color and the tiny pattern make a room seem larger and airier. Use this in a South bedroom. Border on Page 80 is recolored to match this paper. Paper sold only in double rolls.

576 W 407—SIDEWALL. Double Roll, 16 yds. long, 18 in. wide. Ship. wt. 2 lbs. **16c**

576 W 6407—BORDER. 2¼ in. wide. Shipping weight, per yard, 1 oz. Yard **4½c**

576 W 600—WHITE CEILING. Harmonizes with sidewall. Double Roll. Shipping weight 2 pounds **16c**



AN AMUSING NEW "PICTURE PAPER" TO Make a Kitchen Cheerful

11^c

A SINGLE ROLL

This pattern is sold only in double rolls,
16 yards long, 18 inches wide.



Good Quality

★ FADEPROOF ★ TRIM-EASY EDGE
★ STANDARD PAPER

"PICTURE PAPERS" are kitchen favorites because they lend color and interest—are fun to look at while you're working. Scattered over this amusing paper are shelves full of fat teapots, goblets, slim bottles, rakish elephants, bowls of colorful flowers and fruit. Tasks will fly in the kitchen decorated with this paper—so cheerful an effect will it create. You may buy this with an Ivory background that gives a North room warmth; or with a Gray background that keeps a South room cool-looking. Another suggestion—use this paper in your breakfast room to make it gay.

YOUR CHOICE OF 2 BACKGROUND COLORS

COLOR	SIDEWALL <i>Double Roll 16 yards long 18 in. wide Ship. wt. 2 lbs.</i>	BORDER <i>2½ inches wide Ship. wt. Yard 1 oz.</i>	WHITE CEILING <i>Harmonizes with Sidewall Double Roll Ship. wt. 2 lbs.</i>
	22 ^c	5 ^c	22 ^c
IVORY	576 W 112	576 W 6112	576 W 875
GRAY	576 W 212	576 W 6212	576 W 875

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 112



THIS GAY FLORAL PATTERN OFFERED IN

Two Qualities—Two Prices

YOU MAY buy this paper in one of two Qualities. ECONOMY QUALITY is only 5c a single roll, but is NOT FADEPROOF. For 1c more per single roll (about 10c a room), you may have GOOD QUALITY paper (like sample), which is fully FADEPROOF—its extra coating of paint makes the color brighter. GOOD QUALITY paper is easily worth the slight additional cost because it will give you much more satisfactory service. This is one of three papers that harmonize in color—make adjoining rooms “belong together.” Try this in the dining room, the paper on Page 84 in the kitchen, the paper on Page 85 in the living room. Wherever you use this paper, the bright flowers on warm Beige will create an effect of cheer.

This Paper Furnished in a Choice of 2 Qualities

Economy Quality

5c
A SINGLE ROLL
(NOT SHOWN)

THIS QUALITY IS NOT FADEPROOF

576 W 202—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds **10c**

576 W 6102—BORDER. 2¾ inches wide. Shipping weight, per yard, 1 ounce. Price per yard **3½c**

576 W 873—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds **10c**

Good Quality

6c
A SINGLE ROLL
(LIKE SAMPLE)

THIS QUALITY IS FADEPROOF

576 W 102—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds **12c**

576 W 6102—BORDER. 2¾ inches wide. Shipping weight, per yard, 1 ounce. Price per yard **3½c**

576 W 874—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds **12c**

This pattern is sold only in Double Rolls, 16 yards long, 18 inches wide. Single Roll price is quoted so you may compare Wards wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 102



KITCHEN OR BATHROOM TILE DESIGN IN

A Choice of 2 Qualities

YOU HAVE a choice of two Qualities, two Prices. For 5c a single roll, you may have our ECONOMY QUALITY, which is NOT FADEPROOF; but offers the greatest savings right now. 1c more a single roll buys GOOD QUALITY (like sample). Because it has been treated with an extra coat of paint—making its colors brighter and fully FADEPROOF—GOOD QUALITY papers give better service—offer the greatest economy over a period of years. Use this paper in your kitchen—the floral paper, Page 83, in the dining room, the plaster-like paper, Page 85 in the living room. All three blend in color—to keep your rooms harmonious. This smart tile pattern will give either your kitchen or bathroom a neat, fresh appearance.

This Paper Furnished in a Choice of 2 Qualities

Economy Quality

5c
A SINGLE ROLL
(NOT SHOWN)

THIS QUALITY IS NOT FADEPROOF

576 W 200—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds **10c**

576 W 6100—BORDER. $2\frac{1}{2}$ inches wide. Shipping weight per yard, 1 ounce. Price per yard **$3\frac{1}{2}$ c**

576 W 873—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds **10c**

Good Quality

6c
A SINGLE ROLL
(LIKE SAMPLE)

THIS QUALITY IS FADEPROOF

576 W 100—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds **12c**

576 W 6100—BORDER. $2\frac{1}{2}$ inches wide. Shipping weight per yard, 1 ounce. Price per yard **$3\frac{1}{2}$ c**

576 W 874—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds **12c**

This pattern is sold only in Double Rolls, 16 yards long, 18 inches wide. Single Roll price is quoted so you may compare Wards wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 100



A "PLASTIC" FOR DOWNSTAIRS WALLS— Choose from 2 Qualities

FOR YOUR convenience, we offer a choice of two qualities. The colors of **ECONOMY QUALITY** are **NOT FADEPROOF**. If you redecorate often, you'll find it quite adequate. However, for 10c to 15c more per room, you may enjoy the dependable service of our **GOOD QUALITY** paper (like sample). **ECONOMY QUALITY** resembles sample except that **GOOD QUALITY** has an extra coating of paint—making colors brighter and **FADEPROOF**. This attractive plaster-like paper—because it is unpatterned—will make small rooms seem larger. The rich shade of Beige gives rooms warmth. Use this in your living room and hall—the paper on Page 83 in the dining room; in the adjoining kitchen—the tile pattern, Page 84.

This Paper Furnished in a Choice of 2 Qualities

Economy Quality

5c
A SINGLE ROLL
(NOT SHOWN)

THIS QUALITY IS NOT FADEPROOF

576 W 201—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds **10c**

576 W 6101—BORDER. 2 $\frac{3}{8}$ inches wide. Shipping weight, per yard, 1 ounce. Price per yard **3 $\frac{1}{2}$ c**

576 W 873—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds **10c**

Good Quality

6c
A SINGLE ROLL
(LIKE SAMPLE)

THIS QUALITY IS FADEPROOF

576 W 101—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds **12c**

576 W 6101—BORDER. 2 $\frac{3}{8}$ inches wide. Shipping weight, per yard, 1 ounce. Price per yard **3 $\frac{1}{2}$ c**

576 W 874—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds **12c**

This pattern is sold only in Double Rolls, 16 yards long, 18 inches wide. Single Roll price is quoted so you may compare Wards wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 W 101



ON THE FRONT OF THIS SHEET ARE

4 Pastel Ceiling Papers

8c
SINGLE ROLL

Good Quality

★ FADEPROOF ★ TRIM-EASY EDGE
★ STANDARD PAPER

PEACH

A SOFT, warm shade of Peach, with a silvery pattern to give your ceilings new beauty. This warm shade lowers high ceilings—is a nice contrast to Green, Blue or Beige walls. You can paper a ceiling for as little as 32c. Paper sold only in double rolls.

PEACH CEILING

576 W 602—Shown on front of this sheet.
Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds **16c**

GREEN

PASTEL ceilings are smart—especially when contrasted to the sidewall paper. This cool shade of Green makes a lovely contrast to Yellow, Orchid or Peach walls. It is a ceiling paper that is priced to fit every purse. Paper sold only in double rolls.

GREEN CEILING

576 W 603—Shown on front of this sheet.
Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds **16c**

IVORY

SOFT Ivory, when used with darker sidewalls, seems to raise a low ceiling—to give rooms more height. This paper charming with Beige, Blue, Green or Rose sidewalls. You'll find this a paper that's easy on the budget, too. Paper sold only in double rolls.

IVORY CEILING

576 W 601—Shown on front of this sheet.
Double Roll. Shipping weight 2 lbs. **16c**

576 W 600—WHITE CEILING. (Not shown.)
Double Roll. Ship. wt. 2 lbs. **16c**

BLUE

MAKES a room much lighter and more spacious. Harmonizes nicely with Rose, Yellow, Peach or matching Blue walls. To lower a high-ceilinged room, use this with walls that are lighter in tone. An outstanding value at 8c a roll. Paper sold only in double rolls.

BLUE CEILING

576 W 604—Shown on front of this sheet.
Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds **16c**

SEE FRONT OF THIS SHEET FOR PATTERNS ABOVE



WALLPAPER SUPPLIES

Professional Type Folding Paste Table

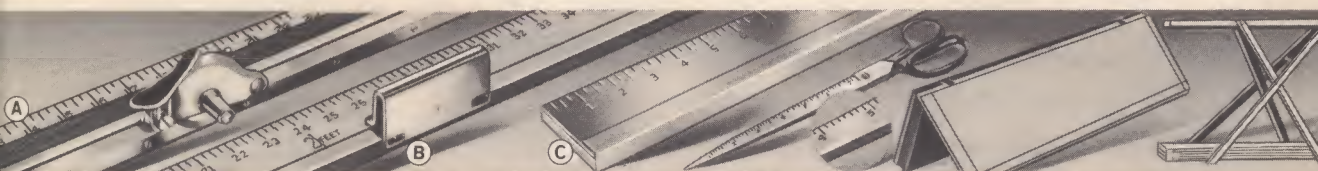
\$5.95 You can do better work with professional equipment. Basswood top and Norway Pine legs. Steel cross-braced for extra strength. Folds flat with tool space inside. Zinc cutting strip, 3 in. wide included—to insure clean trimmed edges. Extension Board Brackets attached . . . form a convenient rest for straight edge. Stands rigid—non-creeching construction. 32 1/4 in. high, 22 1/2 in. wide when open. Folds to 11 1/2 inches wide. Step-by-step directions on How to Hang Wallpaper free on request. Add to Credit Wallpaper . . . See Page 5.
75 W 814—6-ft. length. Ship. wt. 30 lbs. **Not Mailable**. . . **\$5.95**
75 W 818—7-ft. length. Ship. wt. 31 lbs. **Not Mailable**. . . **6.50**

Wallpaper Paste

20c Mix 2 lbs. powder with 9 pints water—makes enough Paste for walls and ceilings of an average room. Mixes easily and quickly . . . spreads smoothly . . . won't lump or sour paper. Vermiproof. Dries slowly enough to permit sliding paper on wall to match pattern. **Mailable**. Ship. wts. 3 and 6 lbs.
75 W 895—2-lb. pkg. **20c**
75 W 896—5-lb. pkg. **49c**

7-Piece Paperhangers' Outfit

93c Includes all essential tools for paper hanging. Set consists of: 12-in. Smoothing Brush with 1 row of 2-inch white Tampico bristles; 6-inch Paste Brush with 2 rows of 3 1/4-inch white Tampico bristles; Wall Scraper with semi-flexible steel blade 2 1/2 by 4 3/4 in.; Maple Plumb Bob and Line; Carpenters' Chalk; 1 1/2-inch steel Wheel Knife; 1 1/2-inch hard Maple Seam Roller. All handles are lacquered hardwood . . . all frames nickel plated. Ship. wt. 2 lbs. 4 oz. **Mailable**.
75 W 606—Complete Outfit. **93c**



Mechanics' Trimming Outfit

A 3-Piece laminated 6-foot, Straight Edge. Rustproof steel track and edge. Nickel plated Trimmer with 2-in. Swedish tool steel blade. Zinc Strip included. **75 W 800**—**Mailable**. Ship. wt. 9 lbs. **\$4.65**
B Professional Outfit. (not shown) 6-ft. Brass bound 5-piece laminated Straight Edge. Rotary Cutter; 2-in. Swedish tool steel blade Zinc Strip. **Mailable**. **75 W 827**—Ship. wt. 9 lbs. **\$5.95**

Trimmer

B Trimming wallpaper made easier—cuts several sheets at one time. Has new simplified spring type steel wheel cutter. 60-in. grooved wood Straight Edge with zinc strip. Ship. wt. 3 lbs. **Mailable**.
75 W 824—Each. **98c**

Straight Edge

C Stainless steel. Marked feet and inches. Can be used with rotary trimmer. Ship. wt. ea. 10 lbs.
475 W 835—6-ft. **Mailable**. **\$1.98**
Hard Maple wood. Not for rotary cutter. Marked in ft. and in.
475 W 830—6-ft. **\$1.29**
475 W 831—7-ft. **\$1.39**

Quality Shears

Fine tool steel blades marked in inches . . . simplifies cutting out for moldings, windows, etc. Easy action . . . smooth cutting. Ship. wts. 1 lb.; 1 lb. 14 oz. **Mailable**.
75 W 787—12-in. long 7 1/4-in. cut. **55c**
75 W 791—Not marked. 12 in. long 7 1/4-in. cut. **95c**
75 W 790—Not marked. 10 in. long 5 1/4-in. cut. **69c**

Paste Board

Folding. Basswood, 1/2 inch thick. Can't warp. Opens to 22 1/2 inches wide . . . 11 1/2 inches when closed. Zinc strip. Ship. wts. 18, 19 lbs.
475 W 821—6 ft. **Mailable**. **\$2.89**
75 W 822—7 ft. **Not Mailable**. **\$3.19**

Table Trestles

Steady wood base for paste and cutting board. Firmly braced. Adjustable 31 to 33 1/2 inch height. Shown folded and open. Folds 2 1/2 by 4 3/4 in. Easy to set up and fold away. Ship. wt. 8 lbs. **Mailable**.
475 W 820—Per Pair. **\$1.55**

Zinc Cutting Strip

Ensures clean edges when trimming wallpaper . . . protects the table-top while wallpapering. Being cut. Width 3 inches. **Mailable**.
75 W 826—6 ft. long **23c**
75 W 827—7 ft. long **25c**

Wallpaper Remover

Makes wallpaper easy to scrape off. 8 oz. mixed with 2 gallons of water removes the wallpaper from an average room. Easy to use. Ship. wt. 12 oz.; 1 lb. 4 oz.
75 W 7215—8-oz. Can. **29c**
75 W 7216—16-oz. Can. **49c**

Wallpaper Cleaner

A soft dough-like Cleaner. Makes wallpaper cleaning easy. Also cleans flat wall, paint and window shades. Can cleans average room. Ship. wts. 1 lb. 4 oz. and 3 lbs.
75 W 899—12-oz. Can. **7c**
3 Cans for **19c**

Patching Plaster

Use to fill nail holes and small cracks in plaster (not for large areas). Makes a smooth surface for paint or wallpaper. Dries hard in 1/2 hour. Ship. wts. 3 and 6 lbs.
75 W 2374—2 1/2-lb. Pkg. **14c**
75 W 2375—5-lb. Pkg. **25c**

Wall Size

Comes in powder form. Mix one lb. with 6 qts. water—makes enough Size to cover average room. Use on bare plaster walls to prevent discoloration of wallpaper or kalsomine. Quick-drying. Ship. wt. 1 lb. 8 oz.
75 W 2998—1-lb. Pkg. **19c**



Scraper

D Professional type. use to scrape off old wallpaper, paint, etc. Has flexible steel taper-ground blade. 3 in. wide, 1 in. long. Ship. wt. 7 oz.
75 W 878—**35c**

Knife

E For applying putty. Flexible steel blade 1 1/2 in. by 3 3/4 inches. Bolstered handle is riveted to blade.
75 W 840—Ship. wt. 6 oz. **18c**

Trim Knife

F Keen edged flexible tool steel blade, 3 1/2 by 1 1/2 inches. For trimming around doors, windows, baseboard, ceiling.
75 W 812—**23c**

Wheel Knives—Choice of 4 Styles

All are made with fine quality steel blades . . . lacquered handles.
G **75 W 806**—Sharp 2-in. blade with thumb and finger guard. Paste guard to keep blade clean. Ship. wt. 5 oz. **49c**
H **75 W 805**—Keen 1 1/2-in. saw-tooth blade for neat trimming around doors, windows, moldings. Ship. wt. 5 oz. **39c**
J **75 W 810**—Blade is 2 in. in diameter. Cuts a clean straight edge. Shipping weight 4 ounces. **39c**
K **75 W 809**—Keen saw-tooth Wheel-Trim Knife. 1 1/2-in. wheel blade. Trim blade is 1 1/2 in. long. Ship. wt. 4 oz. **45c**

Brushes for Painters, Paperhangers

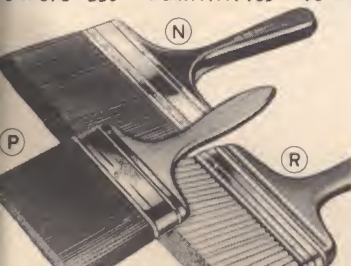
N **Utility Brush**. For paste, kalsomine or cold water paint. Blend of Chinese bristles, Tampico fiber and horsehair bristles. 3 1/2 in. long . . . set in Bakelite . . . can't come out.
75 W 779—7 in. wide. Ship. wt. 1 lb. 3 oz. **\$1.29**
P **Bristle Brush**. Use for paste or kalsomine. Pure Chinese bristles 3 1/2 in. long . . . vulcanized in rubber . . . bristles can't come out. **\$1.15**
75 W 958—6 in. wide. Ship. wt. 1 lb. **23c**
R **Paste Brush**. Spreads paste evenly. 3 rows of 3 1/2-in. white fiber bristles set in wood. **45c**
75 W 781—7 in. wide. Ship. wt. 1 lb. 4 oz. **23c**
75 W 782—6 in. wide. Ship. wt. 1 lb. **23c**

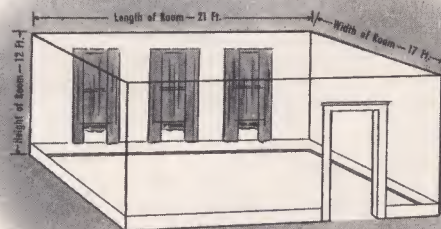
New! Plastic Seam Roller

Mottled White Plastic Seam Roller. Beveled sidearm, or oval smooth . . . insure a neat job—eliminate seam bulges. Wts. 6 and 7 oz.
(L) **75 W 873**—1-in. face. **45c**
(M) **75 W 872**—1-in. face. **45c**
Maple Wood. Not shown.
75 W 870—1-in. face. Wt. 6 oz. **23c**
75 W 875—2-in. face. Wt. 7 oz. **39c**

Smoothing Brushes

Wards Best Quality Smoothing Brush shown at left. Two rows sterilized horsehair. Bristles are 2 in. long . . . secured with brass wire in hardwood handle . . . soft and pliable . . . won't scratch or tear paper. **Mailable**.
75 W 773—10-inch. Ship. wt. 12 oz. **79c**
75 W 774—12-inch. Ship. wt. 12 oz. **95c**
75 W 793—Two rows of sterilized black horsehair bristles. 2 in. long. 12-in. handle. Ship. wt. 12 oz. **55c**
75 W 771—For occasional use, 2 rows of clean, white Tampico fiber bristles. 2 in. long. 12-in. handle. Ship. wt. 12 oz. **25c**





See chart at right for your room size. If it is not listed, use formula below to figure amount of sidewall paper needed for your room.

It's Easy to Figure Extra Large or Irregularly Shaped Rooms

Here is an example of an extra large room measured by a simple method. Use this method for your room—substituting actual figures for height, width and length—you'll find it easy to order. This allows for matching and average waste.

TO DETERMINE AMOUNT OF SIDEWALL PAPER NEEDED

- Measure the distance in feet around room.
EXAMPLE: $21 + 21 + 17 + 17 = 76$ ft. (around room).
- Multiply this number by the height of the wall to get total sq. ft. of wall space (openings not deducted). EXAMPLE: $76 \times 12 = 912$ total sq. ft.

TO DEDUCT FOR OPENINGS IN THE ROOM

- (Including doors, windows, mantels, built-in bookcases, cupboards, etc.)
- Multiply height of opening by width of opening to get sq. ft. in opening. (Be sure to include woodwork around doors and windows in measuring.) EXAMPLE: 5 ft. height \times 3 ft. width \times 3 (windows) = 45 sq. ft. of window space. 8 ft. height \times 4 ft. width = 32 sq. ft. of door space.
 - Add sq. ft. of all openings together. EXAMPLE: $45 + 32 = 77$ sq. ft.
 - Subtract total sq. ft. of openings from total sq. ft. of room to get sq. ft. to be papered. EXAMPLE: $912 - 77 = 835$ sq. ft. to be papered.
 - If you are ordering 18 inch paper, divide total sq. ft. to be papered by 60 (number of sq. ft. in one double roll) to get number of double rolls of sidewall needed. EXAMPLE: $835 \div 60 = 14$ Double Rolls of Sidewall needed.
 - If you are ordering 27½ inch paper, divide total sq. ft. to be papered by 90 (number of sq. ft. in one triple roll) to get number of triple rolls of sidewall needed. EXAMPLE: $835 \div 90 = 10$ Triple Rolls needed.

TO DETERMINE AMOUNT OF CEILING PAPER NEEDED

- Multiply length of Ceiling by width to get sq. ft. EXAMPLE: $17 \times 21 = 357$ sq. ft. to be papered.
- Divide sq. ft. of ceiling by 60 to get number of double rolls needed. EXAMPLE: $357 \div 60 = 6$ Double Rolls.

TO DETERMINE AMOUNT OF WALL OILCLOTH NEEDED

Use method above to find sq. ft. of wall space to be papered. (Be sure to deduct for openings—see above.) Divide this answer by 10 (number of sq. ft. in one yard of 48 in. wall oilcloth) to get the number of yards needed.

IMPORTANT ORDERING INFORMATION

When ordering, use enclosed order blank. State pattern number printed on BACK of sample. When re-ordering paper to match, if possible enclose sample torn from end of roll showing pattern number. Sidewall comes in double or triple rolls only. Ceiling comes in double rolls only.

TO FIGURE AMOUNT OF POSTAGE NEEDED

Figure total Shipping Weight of your order. From chart at right see what it costs to ship that weight to your zone (to find zone you live in see postal zone map in General catalog or ask postman). Add this amount to your remittance. If you send too much, we will refund every cent not required.

Packages weighing not more than 70 lbs. and measuring not more than 100 inches in length plus girth (distance around) at widest point may be mailed to all zones.

Packages weighing 8 oz. or less may be mailed anywhere in the United States for ½¢ for each 2 oz. or less. Packages weighing more than 8 oz. go according to pound rate (see chart at right). The Post Office counts any part of a pound as the next full pound. For Complete Parcel Post, Freight and Express Rates, see Wards General catalog.

How to Send Money: Enclose with your order a money order, bank draft or personal check. If sending cash, for your protection, it is better to have your letter registered.

For Average Size Room Use This Chart

You'll find many average size rooms already figured for you. The Chart below tells you immediately just how many rolls of sidewall and ceiling are needed; also the yards of border.

Ordering extra rolls is not necessary! Chart allows for matching and for ordinary waste. If you have an extra large or irregularly shaped room, or if you'd rather figure your own room than use this chart—use method given at left.

Chart does NOT make deductions for window and door space. Be sure to make deductions for openings. If you buy double rolls—deduct one roll of sidewall for every four average size doors or windows. If you buy triple rolls—deduct one triple roll of sidewall for every six average size doors or windows.

Size of Room in Feet	Rolls of Sidewall Necessary According to Height of Room						Yds. of Border	Double Rolls Ceiling
	Double Rolls (18-in. wide, 16-yds. long)			Triple Rolls (30-in. wide, 15-yds. long)				
	8-Ft. High	9-Ft. High	10-Ft. High	8-Ft. High	9-Ft. High	10-Ft. High		
8 by 8	4	5	5	3	4	4	12	1
8 by 10	5	5	6	4	4	4	14	2
8 by 12	5	6	6	4	4	4	15	2
8 by 14	6	6	7	4	4	5	16	2
9 by 10	5	5	6	4	4	4	14	2
9 by 12	5	6	7	4	4	5	16	2
9 by 14	6	7	7	4	5	5	17	2
9 by 16	6	7	8	4	5	6	18	3
10 by 10	5	6	6	4	4	4	15	2
10 by 12	6	6	7	4	4	5	16	2
10 by 14	6	7	8	4	5	6	18	3
10 by 16	7	7	8	5	5	6	19	3
12 by 12	6	7	8	4	5	6	18	3
12 by 14	7	7	8	5	5	6	19	3
12 by 16	7	8	9	5	6	6	21	4
12 by 18	8	9	9	6	6	6	22	4
13 by 13	7	7	8	5	5	6	19	3
13 by 14	7	8	8	5	6	6	20	3
13 by 15	7	8	9	5	6	6	21	4
13 by 16	7	8	9	5	6	6	21	4
13 by 18	8	9	10	6	6	7	22	4
14 by 14	7	8	9	5	6	6	20	4
14 by 15	7	8	9	5	6	6	21	4
14 by 16	8	9	10	6	6	7	22	4
14 by 18	8	9	10	6	6	7	23	4
15 by 15	8	9	10	6	6	7	22	4
15 by 16	8	9	10	6	6	7	22	4
15 by 18	8	9	10	6	6	7	24	5
15 by 20	9	10	11	6	7	8	25	5

Shipping Weight	Local Zone	Zones 1 and 2 Not over 150 Miles	Zone 3 151 to 300 Miles	Zone 4 301 to 600 Miles	Zone 5 601 to 1000 Miles
1 Lb.	7c	8c	9c	10c	11c
2 Lbs.	8c	10c	11c	14c	17c
3 Lbs.	8c	11c	13c	17c	22c
4 Lbs.	9c	12c	15c	21c	27c
5 Lbs.	9c	13c	17c	24c	33c
7 Lbs.	10c	15c	21c	31c	43c
10 Lbs.	12c	18c	27c	42c	59c
15 Lbs.	14c	24c	37c	59c	86c
20 Lbs.	17c	29c	47c	77c	\$1.12
30 Lbs.	22c	40c	67c	\$1.12	1.65
40 Lbs.	27c	51c	87c	1.47	2.18
50 Lbs.	32c	62c	\$1.07	1.82	2.71



IT'S SMART AND PRACTICAL TO USE

Genuine Wall Oilcloth

IN ROOMS THAT GET "HARD WEAR"

45¢
Per Yard
Wall oilcloth is a practical, attractive wall covering. It is like table oilcloth, but is heavier—will wear longer. Scrub it as hard as you like—the colors are Fadeproof. It protects walls—helps prevent or cover plaster cracks. Wall oilcloth stays fresh longer—means redecorating less often. For best results, use extra heavy paste. It is sold by the yard or by the roll. A roll is 12 yds. long, 48 in. wide. Each sidewall pattern has a harmonizing border. Wainscoting is 4 ft. high, with border at top and bottom—should be hung horizontally. Ship. wt. Sidewall, per yd., 1 lb. 5 oz.; Sidewall per 12-yd. roll, 17 lbs. Ship. wt. per yd. of border, 1 oz.

A) 576 W 9005—SIDEWALL. Dull finish. Per yd. . . . 45c
Per Roll. . . \$4.80 576 W 9105—1¾-in. Border. Yd. . 9c
B) 576 W 9004—WAINSCOTING. Glazed finish.
Per Yard. . . 45c Per Roll. \$4.80
C) 576 W 9015—SIDEWALL. Glazed finish. Per yd. . . 45c
Per Roll. . . \$4.80 576 W 9115—1¾-in. Border. Yd. . 9c
D) 576 W 9014—WAINSCOTING. Glazed finish.
Per Yard. . . 45c Per Roll. \$4.80
E) 576 W 9013—SIDEWALL. Glazed finish. Per yd. . . 45c
Per Roll. . . \$4.80 576 W 9113—1¾-in. Border. Yd. . 9c
F) 576 W 9000—WAINSCOTING. Glazed finish.
Per Yard. . . 45c Per Roll. \$4.80
G) 576 W 9010—SIDEWALL. Dull finish. Per yd. . . 45c
Per Roll. . . \$4.80 576 W 9110—1¾-in. Border. Yd. . 9c

(H) 576 W 9012—SIDEWALL. Dull finish. Per yd. . . . 45c
Per Roll. . . \$4.80 576 W 9112—1¾-in. Border. Yd. . 9c
(J) 576 W 9008—SIDEWALL. Glazed finish. Per yd. . . 45c
Per Roll. . . \$4.80 576 W 9108—1¾-in. Border. Yd. . 9c
(K) 576 W 9011—SIDEWALL. Dull finish. Per yd. . . . 45c
Per Roll. . . \$4.80 576 W 9111—1¾-in. Border. Yd. . 9c

Plain Color Oilcloth for Sidewalls or Ceilings

All have dull, embossed finish, except 576 W 9050 which has a glazed finish.

(L) 576 W 9055—BLUE (P) 576 W 9053—IVORY
(M) 576 W 9057—EGGSHELL (R) 576 W 9052—PEACH
(N) 576 W 9058—GREEN 576 W 9051—WHITE (Not shown)
576 W 9050—WHITE. Glazed finish (Not shown).
Price per yard. 45c Price per roll. . . . \$4.80





"I USE SOAP SUDS
AND A BRUSH ON MY

Scrubable Wallpaper"

43¢

Single Roll

Because these papers have an oil-painted surface, you can use a brush and warm soapy water—scrub them as you would a painted wall. . . . The colors won't wear off or fade. It looks like the finest wallpaper—is smartly styled and colored. It's less expensive than ordinary wallpaper because it stays fresh longer. This quality sells elsewhere for as much as \$1.50 a single roll. For the best results, use extra heavy paste. Sidewall is sold in Double Rolls, 16 yards long, 18 inches wide. Ship. wt. per double roll 2 lbs. 8 oz. Border is sold by the yard. Ship. wt. per yard, 1 ounce. Wainscoting is sold by yard and by roll (12 yds. long). It is 46 inches wide—should be hung horizontally—has border top and bottom. Ship. wt. per yard, 7 oz. Ship. wt. per roll, 5 lbs.

- (A) 576 W 700—SIDEWALL. Per Double Roll.86c
- 576 W 700—BORDER. 2½ in. wide. Per Yard.6c
- (B) 576 W 7040—WAINSCOTING. Per Yard.18c
- Per Roll, 12 yds. long, 46 inches wide. \$1.98
- (C) 576 W 7015—SIDEWALL. Per Double Roll.86c
- 576 W 7115—BORDER. 2½ in. wide. Per Yard.6c
- (D) 576 W 7041—WAINSCOTING. Per Yard.18c
- Per Roll, 12 yds. long, 46 inches wide. \$1.98
- (E) 576 W 7045—Black-Scored SIDEWALL. Dbl. Roll 86c
- 576 W 7044—Red-Scored SIDEWALL. Dbl. Roll. 86c
- 576 W 7130—BORDER to match sidewalls 576 W 7045
- and 576 W 7044. 2½ inches wide. Yard.6c
- (F) 576 W 7032—SIDEWALL. Per Double Roll.86c
- 576 W 7132—BORDER. 2½ in. wide. Per Yard.6c

- (G) 576 W 7043—PEACH SIDEWALL. Double Roll.86c
- 576 W 7143—PEACH BORDER. 2½ in. wide. Per Yd. 6c
- 576 W 7046—BLUE SIDEWALL. Double Roll.86c
- 576 W 7146—BLUE BORDER. 2½ in. wide. Per Yd. 6c
- (H) 576 W 7042—SIDEWALL. Per Double Roll.86c
- 576 W 7142—BORDER. 2½ in. wide. Per yard.6c

Plain Colors for Sidewall or Ceiling

- (J) 576 W 7022—GREEN. Per Double Roll.86c
- (K) 576 W 7021—CREAM. Per Double Roll.86c
- (L) 576 W 7020—BLUE. Per Double Roll.86c
- (M) 576 W 7023—PEACH. Per Double Roll.86c
- 576 W 7024—WHITE (Not shown). Per Double Roll.86c



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